Free Questions for PDX-101

Shared by Matthews on 03-03-2025

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Question 1

Question Type: MultipleChoice

LenoxSoft uses a custom account field in Salesforce and wants to use it for segmentation in Marketing Cloud Account Engagement.

What should an administrator do to be able to use the custom field in Marketing Cloud Account Engagement?

Options:

A- Edit an existing default account field m Marketing Cloud Account Engagement and map it to the account file m Salesforce.
B- Make no changes. Only default account fields can sync to Marketing Cloud Account Engagement.
C- Create a custom account field in Marketing Cloud Account Engagement and map it to the account field in Salesforce.
D- Map the account field in Salesforce to a contact field that is already syncing with Marketing Cloud Account Engagement.

Answer:

C

Explanation:

The correct way to use a custom account field in Salesforce for segmentation in Marketing Cloud Account Engagement is to create a custom account field in Marketing Cloud Account Engagement and map it to the account field in Salesforce. This will allow you to sync the data between the two systems and use the custom field as a segmentation criterion in Marketing Cloud Account Engagement. You can create a custom account field in Marketing Cloud Account Engagement by going to Settings > Object and Field Configuration > Prospect Account Fields > Add Custom Field.Then, you can map it to the corresponding account field in Salesforce by selecting it from the drop-down menu

Question 2

Question Type: MultipleChoice

A Marketing Cloud Account Engagement administrator wants to ensure that only a prospects company email address with the format of ''name@companyname.com" is captured on their form.

Which data format is recommended for the email field?

Options:

A- Text

B- Email with valid server

C- Emails not from ISPs and free email providers

D- Email

Answer:

C

Explanation:

The recommended data format for the email field to ensure that only a prospect's company email address with the format of ''name@companyname.com' is captured on their form is ''Emails not from ISPs and free email providers''. This option will validate that the email address entered by the prospect is not from a common internet service provider (ISP) or a free email provider, such as Gmail, Yahoo, or Hotmail.This option will help you filter out personal or invalid email addresses and capture more accurate and qualified leads

Question 3

Question Type: MultipleChoice

LenoxSoft wants to create a Marketing Cloud Account Engagement landing page that matches the exact look and feel of their website. Which method would produce the closest results?

Options:

A- Use a stock layout provided in Marketing Cloud Account Engagement

B- Use above form and below form content to create the layout

C- Embed the campaign tracking code on their website

D- Import layout using a URL from their website

Answer:

D

Explanation:

The best method to create a Marketing Cloud Account Engagement landing page that matches the exact look and feel of your website is to import a layout using a URL from your website. This method allows you to use an existing web page as a template for your landing page, and Marketing Cloud Account Engagement will automatically copy the HTML code, CSS styles, and images from the URL.You can then edit the layout as needed and add Marketing Cloud Account Engagement elements, such as forms or dynamic content

Question 4

Question Type: MultipleChoice

LenoxSoft wants to understand how many different prospects registered for their most recent webinar. Which Marketing Cloud Account Engagement form report metric should be reviewed?

Options:

A- Total Submissions
B- Conversions
C- Total clicks
D- Unique Submissions

Answer:

D

Explanation:

To understand how many different prospects registered for their most recent webinar, LenoxSoft should review the Unique Submissions metric on the Marketing Cloud Account Engagement form report. This metric shows how many distinct prospects filled out the form, regardless of how many times they submitted it. Total Submissions shows the total number of form submissions, including duplicates. Conversions shows the percentage of form views that resulted in submissions.Total clicks shows the number of times the form was clicked, regardless of whether it was submitted or not

Question 5

Question Type: MultipleChoice

What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

Options:

A- The Opportunity must have the 'Marketing Cloud Account Engagement' record type.

B- The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.

C- The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement

D- The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.

Answer:

C

Explanation:

For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. This means that the Contact Role must be associated with a Contact record that has a Marketing Cloud Account Engagement prospect record.The Opportunity record type, source, or creator are not relevant for the sync1

Question 6

Question Type: MultipleChoice

LenoxSoft enabled the "Always Display Form After Submission" setting on their Marketing Cloud Account Engagement form.

What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

Options:

A- The prospect would receive an error message.
B- The form would be displayed on the page once again.
C- The prospect would be redirected to a thank-you page.
D- The thank-you content would continue to be shown.

Answer:

B

Explanation:

The expected behavior if a prospect refreshes the page after initially submitting the form with the ''Always Display Form After Submission'' setting enabled is that the form would be displayed on the page once again (B). This setting allows the form to be submitted multiple times by the same prospect, which is useful for fields that are set to always be displayed, such as reporting issues or comments. The prospect would not receive an error message (A), be redirected to a thank-you page , or see the thank-you content (D), as these options are not compatible with the ''Always Display Form After Submission'' setting. Reference:Account Engagement Form Troubleshooting and FAQ

Question 7

Question Type: MultipleChoice

A Marketing Cloud Account Engagement user sends out a list email and notices that as a result of the email send, many prospects are now marked as 'Do Not Email'. What metrics in the list email report could help the Marketing Cloud Account Engagement user understand how these prospects may have become unmailable?

Options:

A- Total Sent and Suppression Rate
B- Click-Through Rate and Soft Bounces
C- Tracker Domain Verification and Open Rate
D- Total Opt Outs and Hard Bounces

Answer:

D

Explanation:

The metrics in the list email report that could help the Account Engagement user understand how these prospects may have become unmailable are Total Opt Outs and Hard Bounces (D). These metrics show the number and percentage of prospects who either opted out of receiving future emails or had their emails bounced back due to a permanent error, such as an invalid email address. These prospects are marked as Do Not Email and cannot be emailed again unless they opt back in. The other metrics (A, B, C) are not directly related to the prospects' mailable status, but rather to the email delivery, performance, and tracking. Reference:List Email Report Metrics

Question 8

Question Type: MultipleChoice

A LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form's Thank You Content" when new Marketing Cloud Account Engagement landing page.

What would be the expected behavior when a prospect submits a form designed to show Thank you Content?

Options:

A- The prospect will continue to see the form upon submission
B- The discrepancy between the two assets will cause an error
C- The prospect will be redirected to another webpage
D- The form's Thank You Content will still display

Answer:

C

Explanation:

If a LenoxSoft marketer selects the option ''Redirect the prospect instead of showing the form's Thank You Content'' when creating a new Account Engagement landing page, the expected behavior when a prospect submits a form designed to show Thank you Content is that the prospect will be redirected to another webpage . This option overrides the form's Thank you Content and sends the prospect to the specified URL instead. The prospect will not continue to see the form upon submission (A), nor will the discrepancy between the two assets cause an error (B). The form's Thank you Content will not display (D), as it is replaced by the redirect option. Reference:Redirect Account Engagement Forms to a Success Page

Question 9

Question Type: MultipleChoice

What causes a sync from Salesforce to Marketing Cloud Account Engagement?

Options:

A- Updating a formula field in Salesforce

B- Updating a field on a Contact record that does not have an email address

C- Opening a one to one email

D- Making field changes to a Lead or Contact record

Answer:

D

Explanation:

The main cause of a sync from Salesforce to Account Engagement is making field changes to a Lead or Contact record (D). This will trigger a sync of the updated fields to the corresponding prospect record in Account Engagement. Updating a formula field in Salesforce (A) will not cause a sync, as formula fields are not supported by Account Engagement. Updating a field on a Contact record that does not have an email address (B) will not cause a sync, as email address is a required field for syncing. Opening a one to one email will not cause a sync, as it is not a field change event. Reference:What Causes a Prospect to Sync from Salesforce to Account Engagement?

Question 10

Question Type: MultipleChoice

LenoxSoft has a Marketing Cloud Account Engagement form titled ''Request a Demo" on their external website.

Which Marketing Cloud Account Engagement report should they use to see how many views their form has received?

Options:

A- Conversions Report
B- Landing Page report
C- Form Handler Report
D- Form Report

Answer:

D

Explanation:

If LenoxSoft has a Marketing Cloud Account Engagement form titled ''Request a Demo'' on their external website, they should use the Form Report to see how many views their form has received (D). The Form Report shows the number of views, submissions, and conversions for each form created in Marketing Cloud Account Engagement. The Conversions Report (A) shows the number of prospects who converted from anonymous visitors to identified prospects. The Landing Page Report (B) shows the number of views, submissions, and conversions for each landing page created in Marketing Cloud Account Engagement. The Form Handler Report shows the number of submissions and conversions for each form handler created in Marketing Cloud Account Engagement. Reference:Account Engagement Campaign Reporting

Question 11

Question Type: MultipleChoice

A Marketing Cloud Account Engagement administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field.

Which form field option should be enabled?

Options:

A- Maintain the initial value upon subsequent form submissions
B- Always display even if previously completed
C- Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
D- Include 'Not you?' link to allow visitors to reset the form

Answer:

A

Explanation:

In Pardot (Salesforce Marketing Cloud Account Engagement), when setting up form fields, there is an option specifically designed to maintain the initial value of a field that a prospect enters, even if they submit different values in the same field on subsequent forms. This is critical for maintaining consistent data when the first submitted value is of primary importance, such as capturing the original source of a lead. This setting ensures that the field value doesn't update with each new submission, thus preserving the original data.

Question 12

Question Type: MultipleChoice

A prospect with a Marketing Cloud Account Engagement score over 100 can view and opt out of a list on the Marketing Cloud Account Engagement Email Preference Center. The following month, the prospect's score falls below 100, so they are removed from the list and can no longer view that list on the Email Preference Center.

Which two characteristics must be true of that list?

Choose 2 answers

Options:

A- It is a Static List
B- It is a Dynamic List
C- It is a CRM Visible List
D- It is a Public List

Answer:

A, C

Explanation:

The two characteristics that must be true of the list that the prospect can view and opt out of on the Marketing Cloud Account Engagement Email Preference Center are that it is a Static List and that it is a CRM Visible List. A Static List is a list that is manually populated by the marketer or the prospect. A prospect can opt out of a Static List by clicking on the unsubscribe link in an email or by visiting the Email Preference Center and deselecting the list. A CRM Visible List is a list that is synced with a Salesforce campaign and can be viewed and reported on in Salesforce. A prospect can be removed from a CRM Visible List if they no longer meet the criteria of the Salesforce campaign, such as having a certain score or status. Option B is not correct because a Dynamic List is a list that is automatically populated by Marketing Cloud Account Engagement based on criteria that match prospect fields. A prospect cannot opt out of a Dynamic List, but they can be removed from the list if they no longer meet the criteria. Option D is not correct because a Public List is a list that is visible on the Email Preference Center and can be opted in or out by the prospect. A Public List can be either a Static List or a Dynamic List, but it is not a characteristic that affects the prospect's removal from the list. Reference:Marketing Cloud Account Engagement Email Preference Center Best Practices - Salesforce Ben,Create a Custom Email Preference Center Page - Salesforce,Crafting Clear Marketing Communication with Marketing Cloud Account Engagement Email Preference Centers