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Question 1

Question Type: MultipleChoice

The following token is added to the text of an email: {{lead.First Name:default=there}}.

What is the purpose of the text ":default=there"?

Options:

- A) To avoid an error message from showing if the field Company is empty
- B) To display "there" in the email if the field First Name is empty
- C) To avoid an error message from showing if the field First Name is empty
- D) To populate the first name field with "there" if the field First Name is empty

Answer:

C

Explanation:

Question 2

Question Type: MultipleChoice

The following token is added to the text of an email: `{{lead.First Name:default=there}}`.

What is the purpose of the text `":default=there"`?

Options:

- A) To avoid an error message from showing if the field Company is empty
- B) To display "there" in the email if the field First Name is empty
- C) To avoid an error message from showing if the field First Name is empty
- D) To populate the first name field with "there" if the field First Name is empty

Answer:

C

Explanation:

<https://nation.marketo.com/t5/Product-Discussions/Can-you-capitalize-lead-name-token-in-email/td-p/186296>

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