Free Questions for PDX-101

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Question 1

Question Type: MultipleChoice

LenoxSoft has 3 product lines. In Pardot, each product line has its own folder containing all of the assets for that product line. An administrator would like to score prospects separately based on their interactions with each product line.

How can the administrator accomplish this?

Options:

A- Create two new default scoring models to have one for each product line.

B- Edit the score field on the prospect's record to displays multiple score values

C- Assign a scoring category to each product line folder.

D- Edit the default scoring model to score differently for each product line.

Answer:

C

Explanation:

To score prospects separately based on their interactions with different product lines in Pardot, the best approach is to assign a scoring category to each product line folder. Scoring categories allow administrators to segment prospect scoring based on interactions with specific types of content, aligning with different business units, products, or campaigns. By assigning a distinct scoring category to each folder associated with a product line, an administrator can precisely track and score prospect engagement relative to each product line. This tailored scoring provides deeper insights into prospect interests and can better inform targeted marketing strategies.

Question 2

Question Type: MultipleChoice

When reviewing the report for a Marketing Cloud Account Engagement email, a marketer notices the total clicks metric is much higher than the unique clicks metric. There was only one call-to-action link in the email.

What could explain this discrepancy?

Options:

A- Prospects clicked the unsubscribe link.
B- Prospects clicked the call-to-action link multiple times.
C- Prospects were removed from the recipient list after clicking the call-to-action link.
D- Prospects were deleted after clicking the call-to-action link.

Answer:

B

Explanation:

The possible explanation for the discrepancy between the total clicks and the unique clicks metrics in the report for a Marketing Cloud Account Engagement email is that prospects clicked the call-to-action link multiple times. The total clicks metric counts the total number of times that a link in an email was clicked by any prospect, regardless of how many times they clicked it. The unique clicks metric counts the number of unique prospects who clicked a link in an email, regardless of how many times they clicked it. Therefore, if a prospect clicked the same link more than once, it would increase the total clicks metric, but not the unique clicks metric.Prospects clicking the unsubscribe link, prospects being removed from the recipient list, or prospects being deleted are not possible explanations for the discrepancy, as they would not affect the click metrics4. Reference:4: Email Metrics

Question 3

Question Type: MultipleChoice

What would make the Salesforce connector become unverified?

Options:

A- The Salesforce account has reached the limit of the number of lead or contact records that could be created
B- The Marketing Cloud Account Engagement account has reached the limit of the number of prospect records that could be created
C- The connector user's Marketing Cloud Account Engagement password was changed
D- The connector user's Salesforce password was changed

Answer:

D

Explanation:

The event that would make the Salesforce connector become unverified is the connector user's Salesforce password was changed. A Salesforce connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your Salesforce CRM system, and enable bi-directional data sync and alignment between sales and marketing. To verify the Salesforce connector, you need to have a connector user, which is a Salesforce user that Marketing Cloud Account Engagement uses to access your Salesforce data and perform actions on your behalf.The connector user needs to have the appropriate permissions and settings in Salesforce, such as the API Enabled and Modify All Data permissions, and the security token2. If the connector user's Salesforce password was changed, the security token would also change, and Marketing Cloud Account Engagement would not be able to authenticate with Salesforce. This would cause the Salesforce connector to become unverified, and the data sync between Marketing Cloud Account Engagement and Salesforce would stop.To fix this, you need to update the connector user's password and security token in Marketing Cloud Account Engagement, and re-verify the Salesforce connector

Question 4

Question Type: MultipleChoice

A user wants to develop a lead qualification model based on implicit prospect interest and explicit information provided by prospects.

What feature Is needed for this model?

Options:

A- Marketing Cloud Account Engagement Score 6* lifecycle Stage
B- Prospect Audit & Profile
C- Engagement Studio & Lists
D- Marketing Cloud Account Engagement Score & Grade

Answer:

D

Explanation:

A lead qualification model based on implicit prospect interest and explicit information provided by prospects requires the feature of Marketing Cloud Account Engagement Score and Grade. The score is a numerical value that measures the implicit interest of a prospect based on their engagement with marketing activities, such as opening emails, clicking links, and visiting landing pages. The grade is a letter value that measures the explicit fit of a prospect based on the information they provide, such as industry, company size, and job title.By combining the score and grade, marketers can segment and prioritize their prospects more effectively3. Reference:3: Scoring and Grading Prospects

Question 5

Question Type: MultipleChoice

What information is required when creating a prospect manually?

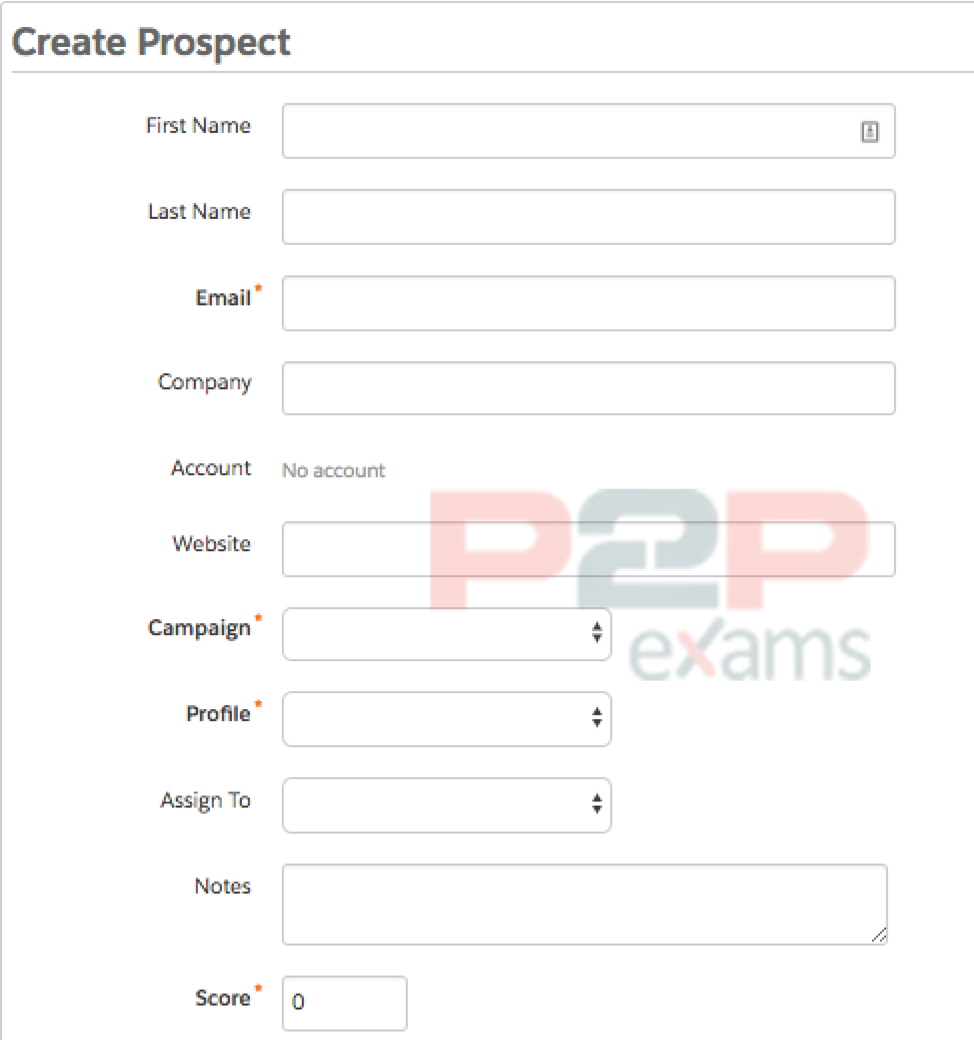
Options:

A- Campaign, Company, Email, Score
B- Account, Email, Profile, Score
C- Campaign, Email, Full Name, Profile
D- Campaign, Email, Profile, Score

Answer:

D

Explanation:



The information that is required when creating a prospect manually is campaign, email, profile, and score. A prospect is a potential customer who has expressed some interest in your products or services, and whose information you have captured in Marketing Cloud Account Engagement. You can create a prospect manually in Marketing Cloud Account Engagement by entering their information in a form, or by importing them from a file. When creating a prospect manually, you need to provide the following information:

Campaign: The marketing initiative that you use to track the first touch point with the prospect, such as a trade show, a webinar, or a Google Ad. You can select a campaign from the drop-down menu, or use the default campaign that you set in your account settings.

Email: The email address of the prospect, which is used as the unique identifier for the prospect record. You need to enter a valid email address for the prospect, or the prospect will not be created.

Profile: The category that you use to segment your prospects based on their characteristics, such as industry, role, or product interest. You can select a profile from the drop-down menu, or use the default profile that you set in your account settings.

Score: The numerical value that indicates the level of interest or engagement of the prospect in your products or services. You can enter a score for the prospect, or use the default score of 0 that is assigned to new prospects.

Other information that you can provide when creating a prospect manually are:

First Name: The first name of the prospect, which can be used for personalization or segmentation.

Last Name: The last name of the prospect, which can be used for personalization or segmentation.

Company: The name of the company that the prospect works for, which can be used for reporting or segmentation.

Website: The URL of the website that the prospect visits or owns, which can be used for tracking or segmentation.

Assign To: The user that you want to assign the prospect to, who will be responsible for following up with the prospect. You can select a user from the drop-down menu, or use the default user that you set in your account settings.

Question 6

Question Type: MultipleChoice

When would a completion action on a custom redirect be triggered?

Options:

A- Completion actions will apply to visitors on the first time a custom redirect is clicked.
B- Completion actions for custom redirects will only apply to existing prospects.
C- Completion actions for custom redirects will only apply to prospects once they have been assigned.
D- Completion actions will apply to visitors who convert to prospects after clicking on a custom redirect.

Answer:

B

Explanation:

A completion action on a custom redirect will be triggered when an existing prospect clicks on the custom redirect. A custom redirect is a trackable link that can be used to measure the engagement of prospects with external content, such as a website, a PDF, or a video. A completion action is an automated task that can be performed after a prospect takes a certain action, such as clicking on a custom redirect.Completion actions for custom redirects will only apply to existing prospects, meaning prospects who have already been identified by Marketing Cloud Account Engagement through a form, a landing page, or an email4. Reference:Marketing Cloud Account Engagement Custom Redirects

Question 7

Question Type: MultipleChoice

The first step in an engagement program is a Send Email action. All 100 emails were sent last Monday when the program started.

Today, a user looked at the Engagement Program Report and filtered the program to show a date range of Tuesday through Friday of last week.

What number would display on the Report Card for the email send statistic?

Options:

A- 50
B- 100
C- C
D- -100

Answer:

B

Explanation:

The number that would display on the Report Card for the email send statistic is 100. This is because the Report Card shows the total number of prospects that have reached a specific step in the program, regardless of the date range that you filter by. The date range filter only affects the data that is shown in the Engagement History table, which shows the number of prospects that have taken a specific action on a specific date.Therefore, even if the user filters the program to show a date range of Tuesday through Friday of last week, the Report Card will still show that 100 emails were sent on Monday, as that is the total number of prospects that reached the first step of the program

Question 8

Question Type: MultipleChoice

A Marketing Cloud Account Engagement administrator would like to provide access to their eBook once their form has been submitted.

Which the methods would accomplish this?

Choose 2 answers

Options:

A- Use a form completion action to Initiate an auto-download of the eBook.
B- Include a link to the eBook in the Below Form section of the form.
C- Use a form completion action to send an autoresponder email with the eBook.
D- Re-direct the prospect to the eBook instead of showing the forms Thank You Content.

Answer:

C, D

Explanation:

Two methods that would accomplish providing access to an eBook once a form has been submitted are using a form completion action to send an autoresponder email with the eBook, and re-directing the prospect to the eBook instead of showing the form's Thank You Content. A form completion action is a way of defining what happens after a prospect submits a form, such as sending an email, adding to a list, or adjusting a score. An autoresponder email is a type of email that is automatically sent to a prospect when they perform a specific action, such as submitting a form. A Thank You Content is a web page that is displayed after a prospect submits a form, such as a confirmation message or a link to a resource.Using a form completion action to initiate an auto-download of the eBook, or including a link to the eBook in the Below Form section of the form are not methods that would accomplish providing access to an eBook once a form has been submitted, as they either involve downloading the eBook before submitting the form, or displaying the link to the eBook before submitting the form4. Reference:4: [Create a Form]

Question 9

Question Type: MultipleChoice

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

Options:

A- Send using the form's completion actions.

B- Send using a segmentation rule.

C- Send using an engagement program.

D- Use a dynamic list to use as a recipient list on an email send.

Answer:

A

Explanation:

The best way to have a thank you email sent after the form on the ''Contact Us'' page is submitted is to send it using the form's completion actions. A completion action is an action that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. You can use completion actions to perform actions on the prospects who complete the activity, such as adding them to a list, assigning them to a user, or changing their field values. You can also use completion actions to send autoresponder emails, which are emails that are automatically sent to a prospect after they complete an activity. Autoresponder emails can be used to thank your prospects, confirm their actions, or provide them with additional information or content. To send a thank you email using the form's completion actions, you need to go to Marketing > Forms > Forms > Contact Us > Completion Actions > Add New Action > Send Autoresponder Email, and select the email that you want to send.

Question 10

Question Type: MultipleChoice

A marketer has 4,000 total prospects in their account:

* 3,000 of which are opted in

* 500 of which are opted out

* 500 of which are in the Recycle Bin

What would be their Mailable Database usage?

Options:

A- 3,000

B- 2,500

C- 4,000

D- 3,500

Answer:

A

Explanation:

Mailable Database usage is the number of prospects in an account that are opted in and can receive emails. It does not include prospects that are opted out, in the recycle bin, or have a hard bounce or do not email status. Therefore, the Mailable Database usage for the marketer with 4,000 total prospects, 3,000 of which are opted in, 500 of which are opted out, and 500 of which are in the recycle bin, is 3,000 (A). The other options (B, C, D) are incorrect because they either include prospects that are not mailable or exclude prospects that are mailable.

Reference:Marketing Cloud Account Engagement - Salesforce.com