



Free Questions for PDX-101

Shared by Horn on 09-08-2024

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## Question 1

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Question Type: MultipleChoice

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If five prospects have completed a repeating engagement studio program twice, what number would display on the reporting tab tooltip for the initial program step "Create Salesforce Task"?

Options:

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- A- 2
- B- 10
- C- 5
- D- 0



Answer:

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B

Explanation:

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If five prospects have completed a repeating engagement studio program twice, the number that would display on the reporting tab tooltip for the initial program step "Create Salesforce Task" is 10 (B). This is because the reporting tab shows the total number of times the step was executed, not the number of unique prospects who completed it. Since each prospect completed the program twice, the step was executed 10 times in total. The other options (A, C, D) are incorrect, as they do not reflect the total number of times the step was executed. Reference: Repeating Engagement Studio Flows Introduction



## Question 2

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Question Type: MultipleChoice

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What is an automation rule?

Options:

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- A- A rule that automatically creates a list of prospects based on their behavior.
- B- A rule that automatically creates a new prospect record when a lead is added to Salesforce.
- C- A rule that automatically applies an action to a prospect based on whether they match set

criteria.

D- A rule that automatically sends an email to all prospects in a list.

Answer:

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C

Explanation:

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An automation rule is a rule that automatically applies an action to a prospect based on whether they match set criteria. An automation rule consists of two parts: the criteria and the action. The criteria are the conditions that the prospect must meet to trigger the rule, such as having a certain score, grade, or field value. The action is the outcome that the rule will apply to the prospect, such as changing their field value, adding them to a list, or sending them an email. An automation rule can run once or multiple times per prospect, depending on the settings

## Question 3

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Question Type: MultipleChoice

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An administrator wants to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out. If a prospect later opts back in, they should be added back to the list.

How should the list be created?

Options:

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- A- Use an automation rule to automatically add or remove prospects to the list if they submit the form, but aren't opted out.
- B- Use a dynamic list to automatically add or remove prospects based on the form completion and their opt out status.
- C- Use a completion action on the form to automatically add anyone who completes it to the list.
- D- Use table actions to add prospects to the list if they've filled out the form, but haven't opted out from communications.

Answer:

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B

### Explanation:

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The best way to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out, is to use a dynamic list. A dynamic list is a list that automatically adds or removes prospects based on criteria that you define. In this case, the criteria would be based on the form completion and the opt out status of the prospect. A dynamic list would also add prospects back to the list if they opt back in. The other options are not as efficient or effective as a dynamic list, as they would require manual intervention or additional automation steps

## Question 4

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Question Type: MultipleChoice

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What must be created using the classic email builder in order to send an autoresponder?

### Options:

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- A- Test email
- B- One-to-one email
- C- Email template
- D- List email

### Answer:

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C

### Explanation:

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An autoresponder is a type of email that is automatically sent to a prospect when they perform a specific action, such as filling out a form, downloading a file, or registering for an event. To send an autoresponder, a marketer must create an email template using the classic email builder in Marketing Cloud Account Engagement. An email template is a reusable email design that can be customized with dynamic content and personalization. A test email, a one-to-one email, and a list email are not suitable for sending an autoresponder, as they are either not reusable, not automated, or not personalized. Reference: : Create an Autoresponder Email

## Question 5

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Question Type: MultipleChoice

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A user creates a copy of Email Template A, makes changes and saves as Email Template B. They send a list email using Email Template B. The user finds that Email Template A's reporting metrics are not changing as a result of the new list email send.

Why would this occur?

Options:

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- A- An email template's metrics do not change after the template is used one time.
- B- Email Template A should have been deleted after creating the copy.
- C- The metrics would be attributed to Email Template B.
- D- The user should have made Email Template A the primary template.

Answer:

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C

Explanation:

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The reason why the reporting metrics of Email Template A are not changing as a result of the new list email send is that the metrics would be attributed to Email Template B. When a user creates a copy of an email template, makes changes and saves it as a new email template, the new email template becomes a separate entity from the original email template. The new email template has its own name, ID, and reporting metrics. The reporting metrics of an email template include the number of sends, total opens, unique opens, total clicks, unique clicks, opt-outs, and spam complaints. These metrics are calculated based on the emails that use the email template. Therefore, when the user sends a list email using Email Template B, the reporting metrics of Email Template B are updated, but the reporting metrics of Email Template A are not affected. Option A is not correct because an email template's metrics do change after the template is used one time. An email template's metrics are updated every time an email that uses the template is sent, opened, clicked, opted out, or marked as spam. Option B is not correct because Email Template A should not have been deleted after creating the copy. Deleting an email template does not affect the reporting metrics of the template or the emails that use the template. Deleting an email template only prevents the template from being used for new emails. Option D is not correct because the user should not have made Email Template A the primary template. There is no concept of a primary template in Marketing Cloud Account Engagement. Each email template is independent and can be used for different types of emails. Making Email Template A the primary template would not change the reporting metrics of the template or the emails that use the template.

## Question 6

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Question Type: MultipleChoice

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A marketer is creating a new segmentation rule in Marketing Cloud Account Engagement.

Which option accurately defines the capabilities of a segmentation rule?

Options:

- A- Segmentation rules are used to create new forms for prospects to fill out.
- B- Segmentation rules are used to segment prospects based on their activities and demographic data.
- C- Segmentation rules are used to score and grade prospects.
- D- Segmentation rules are used to assign prospects to users in Salesforce.

Answer:

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B

Explanation:

The option that accurately defines the capabilities of a segmentation rule is that segmentation rules are used to segment prospects based on their activities and demographic data. A segmentation rule is a type of rule that allows marketers to segment their prospects based on specific criteria, such as field values, activities, or scores. A segmentation rule can be used to create dynamic lists, add prospects to campaigns, or apply tags or completion actions. Segmentation rules are not used to create new forms, score and grade prospects, or assign prospects to users in Salesforce, as these are different functions that require different tools. Reference: 1: Segmentation Rules

## Question 7

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Question Type: MultipleChoice

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What is the process to add a prospect who visits a pricing page to a list?

### Options:

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- A- Create a page action
- B- Create a segmentation rule
- C- Use a Tag
- D- Create an automation rule

### Answer:

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A

### Explanation:

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The process to add a prospect who visits a pricing page to a list is to create a page action. A page action is a feature that allows you to track and act on the behavior of prospects who visit specific pages on your website, such as your pricing page, product page, or thank you page. You can use page actions to perform actions on the prospects who visit the page, such as adding them to a list, assigning them to a user, or changing their field values. You can also use page actions to customize the content or layout of the page based on the prospect's attributes or behaviors<sup>3</sup>. To create a page action, you need to specify the URL of the page that you want to track, and the actions that you want to execute when a prospect visits the page. For example, you can create a page action that matches the URL of your pricing page, and adds the prospect to a list of pricing page visitors.

## Question 8

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**Question Type:** MultipleChoice

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An Administrator wants to have a thank you email sent after the form on the "Request a Demo" landing page is submitted.

Where can this be configured to ensure that every time the landing page is completed, the email is sent?

### Options:

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- A- Configure an autoresponder email to send as a completion action when the 'Request a Demo' landing page has been submitted.
- B- Configure an automation rule to send the email when "Request a Demo" form has been successfully completed.
- C- Configure a segmentation rule to send the email when "Request a Demo" landing page has

been successfully completed.

D- Configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted.

Answer:

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D

Explanation:

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The best way to configure a thank you email to be sent after the form on the "Request a Demo" landing page is submitted is to configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted. An autoresponder email is an email that is automatically sent to a prospect after they complete a desired activity, such as submitting a form or clicking a custom link. You can use autoresponder emails to thank your prospects, confirm their actions, or provide them with additional information or content. 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. To configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted, you need to go to Marketing > Forms > Forms > Request a Demo > Completion Actions > Add New Action > Send Autoresponder Email, and select the email that you want to send.

## Question 9

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Question Type: MultipleChoice

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What would a hard bounce refer to on an email sending report?

Options:

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A- An email that is recognized, but returned to the sender because the recipient's mailbox is full.

B- An email that is recognized, but returned to the sender because the mail server is temporarily unavailable

C- An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.

D- An email that permanently bounced back to the sender because the address is invalid.



Answer:

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D

Explanation:

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A hard bounce refers to an email that permanently bounced back to the sender because the address is invalid. A hard bounce occurs when the prospect's email address is incorrect, the domain name does not exist, or the sender is suspected as spam and/or has been blocked. Marketing Cloud Account Engagement marks prospects with hard bounces as undeliverable and prevents any further email sends to them. A hard bounce is different from a soft bounce, which is a temporary delivery failure due to reasons such as a full mailbox, a server outage, or a message size limit. Marketing Cloud Account Engagement retries sending emails to prospects with soft bounces until they are delivered or until they reach five soft bounces, after which they are marked as undeliverable.



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