



Free Questions for PDX-101

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## Question 1

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Question Type: MultipleChoice

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An engagement studio action step is scheduled to send an email on March 20th.

What should happen to the prospects who reach this step after that scheduled day?

Options:

- A- A prospect arriving after the send date will remain on the step until a new send date is set
- B- A prospect arriving after the send date will skip the Send Email step.
- C- A Prospect arriving after the send date will be removed from the program.
- D- A Prospect arriving after the send date will be sent the email.

Answer:

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D

Explanation:

When an engagement studio action step is scheduled to send an email on a specific date, it means that the email will be sent to all prospects who reach that step on or after that date. Therefore, a prospect arriving after the send date will be sent the email (D). The prospect will not remain on the step until a new send date is set (A), skip the Send Email step (B), or be removed from the program . Reference:Work with Time and Pauses in Engagement Studio

## Question 2

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Question Type: MultipleChoice

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Which two actions can cause an anonymous visitor to convert into an identified prospect?  
(Choose two answers.)

Options:

- A- Submitting a form on a landing page.
- B- Matching an automation rule.
- C- Viewing more than one web page.

D- Clicking on a tracked link in an email.

Answer:

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A, D

Explanation:

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The two actions that can cause an anonymous visitor to convert into an identified prospect are submitting a form on a landing page and clicking on a tracked link in an email. An anonymous visitor is a person who visits your website or interacts with your marketing assets, but whose information you have not captured in Marketing Cloud Account Engagement. An identified prospect is a person whose information you have captured in Marketing Cloud Account Engagement, and whose activities you can track and measure. You can convert an anonymous visitor into an identified prospect by capturing their email address, which is used as the unique identifier for the prospect record. You can capture the email address of an anonymous visitor by:

[Submitting a form on a landing page.](#) A form is a web element that allows you to collect information from your visitors, such as their name, email, or company. A landing page is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. You can add a form to a landing page to capture leads or convert visitors into prospects. When an anonymous visitor submits a form on a landing page, Marketing Cloud Account Engagement will create a new prospect record with the information provided by the visitor, and associate the previous activities of the visitor with the prospect record<sup>4</sup>.

Clicking on a tracked link in an email. A tracked link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the visitor to the original URL. You can use tracked links in your emails, social media posts, or banner ads to measure the engagement of your visitors with your online marketing content. When an anonymous visitor clicks on a tracked link in an email, Marketing Cloud Account Engagement will append the email address of the visitor to the URL, and use it to create a new prospect record or update an existing one. Marketing Cloud Account Engagement will also associate the previous activities of the visitor with the prospect record.

## Question 3

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Question Type: MultipleChoice

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A repeating engagement program is set to allow prospects to be eligible to re-enter every 90 days and has a total entries limit of 5.

A user decides that the total entries limit should be changed to 10. The user pauses the program,

changes the total entries limit to 10 and restarts the program.

What will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit?

Options:

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- A- Prospects will re-enter the program after waiting another 90 days.
- B- Prospects will re-enter the program immediately.
- C- Prospects will remain ineligible to re-enter the program.
- D- Prospects will NOT re-enter the program until manually approved to re-enter.



Answer:

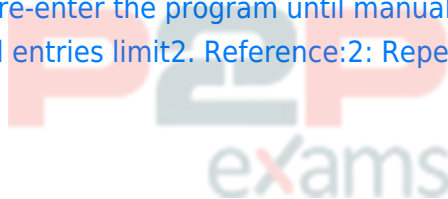
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B

Explanation:

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The answer that correctly describes what will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit is that prospects will re-enter the program immediately. A repeating engagement program is a type of program that allows prospects to re-enter the program after a certain period of time, such as 90 days, and up to a certain number of times, such as 5. If a user changes the total entries limit to a higher number, such as 10, the prospects who have already reached the previous limit, but are eligible to re-enter based on the time period, will re-enter the program as soon as the user restarts the program. Prospects will not re-enter the program after waiting another 90 days, remain ineligible to re-enter the program, or not re-enter the program until manually approved, as these are not the effects of changing the total entries limit. Reference: 2: Repeating Engagement Programs



## Question 4

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Question Type: MultipleChoice

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A user wants to increase a prospect's score an additional five points every time a specific form is completed. The score increase should occur upon form submission.

What automation tool should be used to accomplish this?

Options:

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- A- Engagement studio
- B- Completion action
- C- Custom redirect
- D- Segmentation rule

Answer:

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B

Explanation:

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The automation tool that should be used to increase a prospect's score an additional five points every time a specific form is completed is completion action. A completion action is an automated task that is triggered by a certain element in Marketing Cloud Account Engagement, such as a form, a form handler, a custom redirect, a page action, or a file download<sup>17</sup>. A completion action can perform various actions, such as adjusting score, adding to list, assigning to user, sending autoresponder email, and so on<sup>18</sup>. A completion action can be added to a form in the fourth step of the form builder tool, and it can be customized to execute only on prospects who meet specific criteria<sup>19</sup>. A completion action is not retroactive and will only apply to prospects who complete the chosen action moving forward

## Question 5

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Question Type: MultipleChoice

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A marketer wants to assign prospect to a group of users if the prospects meet the following criteria:

- \* Score greater than 100
- \* Grade greater than a B
- \* Has completed a form on any landing page
- \* Has a "Product of Interest" field value of either A or B

What automation tool could be used to assign the prospects?

Options:

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- A- An automation rule with rule groups
- B- Completion actions on each landing page
- C- A segmentation rule with the groups
- D- Completion actions on each Form

Answer:

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A

Explanation:

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In Pardot, the best tool to use for assigning prospects to a group of users based on specific criteria is an automation rule with rule groups. Automation rules allow for the creation of complex criteria that prospects must meet to trigger certain actions. In this scenario, the rule would check for prospects with a score greater than 100, a grade greater than B, completion of any form on a landing page, and a "Product of Interest" field value of either A or B. Once a prospect meets these conditions, the automation rule can then assign them to the specified group of users. This method is efficient for processing large numbers of prospects automatically and continuously, which is not as feasible with completion actions on forms or landing pages, or with a one-time use segmentation rule.

## Question 6

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Question Type: MultipleChoice

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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:

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- 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:

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C, D

### Explanation:

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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 form. Reference:4: [Create a Form]

## Question 7

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Question Type: MultipleChoice

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How can a marketer avoid emailing prospects more than once in a ten day span?

### Options:

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- A- Use an automation rule to create a frequency suppression list.
- B- Use the global account setting to suppress frequently emailed prospects.
- C- Use a segmentation rule to create a frequency suppression list.
- D- Use a dynamic list to create a frequency suppression list.

### Answer:

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D

### Explanation:

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The way that a marketer can avoid emailing prospects more than once in a ten day span is to use a dynamic list to create a frequency suppression list. A dynamic list is a type of list that automatically updates based on specific criteria, such as field values, activities, or scores. A frequency suppression list is a type of list that excludes prospects who have been emailed within

a certain time frame, such as ten days. By using a dynamic list with a frequency suppression criteria, a marketer can ensure that they do not email prospects who have already received an email recently. Using an automation rule, a global account setting, or a segmentation rule are not ways that a marketer can avoid emailing prospects more than once in a ten day span, as they either do not create lists, do not update automatically, or do not run continuously<sup>2</sup>. Reference: [2: Dynamic Lists](#)

## Question 8

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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:

- 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:

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 9

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Question Type: MultipleChoice

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Where on a prospect record should an administrator look to help determine the reason a prospect is unmailable?

Options:

- A- Lifecycle and Profile
- B- Activities and Audits
- C- Activities and Lifecycle
- D- Profile and Audits



Answer:

A

Explanation:

The best place to look on a prospect record to help determine the reason a prospect is unmailable is the Lifecycle and Profile section. This section shows the mailability status of the prospect, which can be one of the following: Mailable, Mailable - Transactional Emails Only, Undeliverable, Unmailable, or Unsubscribed<sup>4</sup>. The mailability status is determined by various factors, such as the prospect's email opt-out preference, the do not email flag, the hard bounce or soft bounce detection, and the prospect's location in the recycle bin<sup>5</sup>. The Lifecycle and Profile section also shows the email address, the email preference center, and the email opt-out date of the prospect, which can provide more information about the prospect's mailability



## Question 10

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Question Type: MultipleChoice

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

Options:

- 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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