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QUESTION 1

A non-repeating automation rule has matched 100 prospects. A user pauses the automation rule, edits the rules criteria, and resumes the rule.

What would happen to the 100 prospects who previously matched the rule?

A. The prospects will not unmatch the rule and no new actions will be applied.

B. The actions will reapply to prospects who match the new rule criteria.

C. The rule will unapply actions to prospects who no longer match the criteria.

D. The prospects will be marked as unmatching the updated rule.

Correct Answer: D

QUESTION 2

LenoxSoft conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened.

What three data points can be foundin the prospect\\'s Audits tab to help determine what updates were made?

Choose 3 answers

A. The Lifecycle Report filtered by timeframe

B. The prospect fields that were updated

C. The amount of time the prospect spent viewing the website

D. The lists that that prospect was added to or removed from

E. The data and time when a prospect was assigned

Correct Answer: BDE

QUESTION 3

A prospect believed to be on an engagement program did NOT receive an email. Which three troubleshooting steps should an Administrator take to determine why the prospect did NOT receive the email? (Choose three answers.)

A. Check the Audits tab to see if the prospect was on the correct lists when the email was sent.

B. Check the Lifecycle tab to confirm whether the prospect entered the engagement program before the email was sent.

C. Check the Profile tab to make sure the prospect has the right engagement program profile.

D. Check the Overview tab to determine whether the prospect is unmailable.

E. Check the Lists tab to determine whether the prospect is on the recipient list or any suppression lists.

Correct Answer: BDE

QUESTION 4

Viewing your pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited your pricing page.

What automation tool would best achieve this?

A. Create a special campaign to track pricing pageviews

B. Create a Page Action set to Tag prospects as having viewed it and add them to a list

C. Create a Form with a Completion Action to send a pricing sheet

D. Create a Dynamic List based on page view to segment automatically

Correct Answer: B

QUESTION 5

A marketing manager wants to view list email engagement metrics in Engagement History in Salesforce.

Which metric is not supported?

A. Total Replies

B. Total Delivered

C. Unique Opens

D. Opt Out Rate

Correct Answer: A

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