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QUESTION 1

Which type of email send can a completion action be added to?

- A. Email template
- B. Autoresponder
- C. Engagement Program email
- D. List email send

Correct Answer: B

QUESTION 2

You have setup an automation rule to add 50 points to prospects who have had activity in the last 30 days and have submitted a specific landing page. You decide that you want to change this up to reflect more recent activity and open it up to all landing pages. You edit the rule criteria to reflect prospect last activity of 10 days or less and submission of any landing page and update the action to add 75 points instead. Which of the following statements is true?

- A. For all prospects who have already matched the rule, they will receive the 75 point completion action instead of the 50 points they already received.
- B. For all prospects who have already matched the rule, they will receive the 75 point completion action in addition to the 50 points they already received.
- C. For all prospects who have already matched, no new actions will be applied.
- D. For prospects who have already matched but also meet the new criteria, they will receive the 75 points in addition to the 50 points they already received.

Correct Answer: C

QUESTION 3

What are the key technical items required to set up during implementation?

- A. Tracking Code
- B. Email Authentication
- C. CNAME
- D. IP Whitelisting
- E. Using Custom Fonts

Correct Answer: ABCD



QUESTION 4

A prospect has ran through all five steps in your engagement program. You decide you want to add an extra email before step number two. Will the prospect receive the new email?

- A. Yes, but only if '\restart engagement program' is enabled in settings
- B. Yes, the prospect will receive the new email, but only if the setting is enabled in the engagement program.
- C. Yes, the prospect will receive the new email in the engagement program.
- D. No, the email won't send to prospects who have already completed the engagement program

Correct Answer: D

QUESTION 5

Why would you create a custom layout template for a landing page?

- A. You need to use the drag-and-drop builder to style your landing page.
- B. You have pre-existing HTML you want to use to style your landing page.
- C. You need the custom layout template to be able to track landing page views.
- D. The custom layout template contains the landing page's copyright information and must be included.

Correct Answer: B

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