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QUESTION 1

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 2

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?

- A. Engagement studio
- B. Completion action
- C. Custom redirect
- D. Segmentationrule

Correct Answer: B

QUESTION 3

How do you use an automation rule to opt out prospects?

- A. Change prospect field value: 'Do Not Email' to 'Do Not Email'
- B. You can't use an automation rule to opt-out prospects.
- C. Change prospect field value to Opt-out

Correct Answer: A

QUESTION 4



What does scoring measure?

- A. Personal information about a prospect
- B. Time spent on website by a prospect
- C. Activities performed by a prospect
- D. Time spent on a website by a prospect and explicit information about the prospect

Correct Answer: C

QUESTION 5

An engagement studio program is enabled to repeat. The prospects are eligible to repeat after one day and can repeat three times.

If a prospect remains on the program recipient list, what would happen to that prospect once they hit the End step after processing through the program once?

- A. The prospect will start the program over at the beginning after waiting one day.
- B. The prospect will not restart the program; prospects can only process through once.
- C. The prospect will start the program over at the beginning immediately.
- D. The prospect will not restart the program; they have reached the maximum number of repeats.

Correct Answer: A

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