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QUESTION 1

What factors are involved with and determine email deliverability? (Choose 2)

- A. Sender Policy Framework(SPF)
- B. Domain Keys
- C. Sender ID
- D. Whitelist
- E. CAN-SPAM

Correct Answer: AB

QUESTION 2

Where on a prospect record would you look to see if a prospect had registered for a webinar?

- A. Contents
- B. Insights
- C. Prospect Activities
- D. Custom Fields

Correct Answer: C

QUESTION 3

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?

- 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.

Correct Answer: A

QUESTION 4

What is one way a sales rep can convert a visitor to a prospect?

- A. The sales rep gives the visitor a phone call.
- B. The sales rep increases the visitor s score to 100.
- C. The sales rep manually associates the visitor with a prospect.
- D. The sales rep walks the visitor through a demo.

Correct Answer: C

QUESTION 5

An administrator wants to create a dynamic list of all prospects who have accessed a certain file have a specific value, but there are more prospects than anticipated in the preview.

What could be happening?

- A. Field value is not mapped.
- B. This is not possible with dynamic lists.
- C. Match Type is set to "Match Any."
- D. Match type is set to "Match All."

Correct Answer: B

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