In which of the following situations would you use dynamic content instead of a token? (Choose all that apply)

1. Multiple languages in an email
2. Adding the person's first name in the email
3. Using a regional unsubscribe footer
4. Display different images for each person's industry
5. Including the person's account manager's contact information

Which of the following is not a commonly used segmentation?

Industry

Language

Product Interests

Region

Which of the following is a good use of a static snippet?

1. Regional address footer
2. Business unit-specific unsubscribe information
3. Privacy policy language
4. Regional social media links

In general, you should only give leads points for a particular demographic score once. True

You wish to change someone's score when they are not actively engaging with content anymore. Which type of scoring should you use?

Behavioral Scoring

Negative Scoring

Demographic scoring

Account Scoring

True or false: To make it easier to make changes to scoring programs in the future, you can store your score values in tokens. True

Which of the following are recommended ways of alerting sales when they have a new lead to follow up on? (choose all that apply)

Send an email

Send an alert

Create a task

Update a field

A lead has reached a specific lead score and is then marked as sales ready. Where is this indicated?

Lead status

A flag in Admin

Email permission

Lead owner comments

What is the reporting impact of selecting an acquisition program when importing a list?

 Selecting an acquisition program is required for using the Success Path Analyzer

The acquisition program is required to show program success in the Email Performance report

The acquisition program is required to show the number and percent of new names in the Program Performance report

The Lead Performance report uses an acquisition program to show how successful each program is at generating new leads