Latest Version: 11.0

Question: 1

DRAG DROP

Staff	Activities	
Marketing Professionals	Analyze Marketing Page performance	
All Marketing Users	Investigate blocked emails	
Marketing Oversight Business Unit members	Use Customer Insights for reporting	
BU Admin Team members	Go Live	
Marketing Administration Business Unit members	Request Approval	

Using the Case Study information, indicate which Staff is responsible for performing each of the Activities listed below.
To answer, drag the Staff to the appropriate Activity. Each Staff item may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.
NOTE: Each correct selection is worth one point.

Answer:

Staff	Activities	
Marketing Professionals	Analyze Marketing Page performance	Marketing Administration Business Unit members
All Marketing Users	Investigate blocked emails	Marketing Administration Business Unit members
Marketing Oversight Business Unit members	Use Customer Insights for reporting	Marketing Professionals
BU Admin Team members	Go Live	Marketing Professionals
Marketing Administration Business Unit members	Request Approval	Marketing Professionals

Explanation:
Each Business Unit has multiple Marketing Professionals, responsible for creating Customer Journeys and using Customer Insights for reporting. After content is approved, they are responsible for going live.
Each Business Unit has a Marketing Administrator responsible for approval of content, subscription adherence and investigation of blocked emails and stopped Contacts.
Marketing Administration is responsible for ensuring each marketing page is used appropriately and contains the required field values. Analyzing page performance will be a key element.

Question: 2

DRAG DROP

Assessments	Leads	
Sales Ready	A Lead with a score of 315	
Not Sales Ready	An existing Marketing Contact who registers for an event	
	A Lead who clicked a Twitter message and has spent $412 with ProseWare previously	
	A Lead with a score of 175	
	Litmus inbox previews	

Using the information in the Case Study, indicate which of the Leads below have enough points to be flagged as Sales Ready.
To answer, drag the Assessment to the appropriate Lead. Each Assessment may be used once, more than once, or not at all. You may need to drag the split bar between panes or scroll to view content.

NOTE: Each correct selection is worth one point.

Assessments	Leads	
Sales Ready	A Lead with a score of 315	Sales Ready
Not Sales Ready	An existing Marketing Contact who registers for an event	Not Sales Ready
	A Lead who clicked a Twitter message and has spent $412 with ProseWare previously	Not Sales Ready
	A Lead with a score of 175	Not Sales Ready
	Litmus inbox previews	Not Sales Ready

Question: 3

In order to follow recommended guidelines, you will need to synchronize only those entities that are necessary to meet ProseWare's business objectives.
In addition to the typical entities synced automatically (contact, accounts, events, interactions, etc), which two additional entities will ProseWare need to enable for synchronization? Each answer represents a partial solution.

A. Invoices
B. Work Orders
C. Differentiator
D. Cases

Question: 4

The time is currently 6:30pm on Monday night. You have been tasked with creating and sending a LinkedIn post on the company's account advertising an event.
Following ProseWare's standards, which two options will you choose when preparing this message? Each answer represents a partial solution.

A. Schedule Time is set to tomorrow at 9 am.
B. Post Visibility is set to Connections.
C. Schedule Time is set to immediate.

D. Post Visibility is set to Public.

Answer: A, D

Question: 5

Based on ProseWare's licenses and subscriptions, which two items are within allowed limits? Each answer represents a complete solution.

A. Litmus inbox Previews = 100 per month
B. Marketing Emails Sent = 1,755,983
C. Australia Business Unit has 10 regular Users and 1 Administrator User
D. Marketing Contacts = 24,500

Answer: B, D