# Qualtrics
# XM-PE
## Experience Management (XM) Platform Essentials Certification

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# Latest Version: 6.0

## Question: 1

A retail company runs a transactional survey after every online purchase. They want to:
- Use customer name and order number in the invitation
- Segment dashboard views by store region and order amount
- Include sentiment analysis of open-text feedback
Which features are required?
There are 3 correct answers to this question.
Response:

A. Embedded Data
B. Text iQ
C. Display Logic
D. Contact List with custom fields
E. Trend Line widget

**Answer: A,B,D**

## Question: 2

Which widget would best represent how a single key metric has changed over time, such as monthly satisfaction score?
Please choose the correct answer.
Response:

A. Gauge
B. Trend Line
C. Table
D. Pie Chart

**Answer: B**

## Question: 3

Which of the following are considered survey design best practices in Qualtrics?
There are 2 correct answers to this question.
Response:

A. Use of clear, concise language

B. Mixing random and ordered response options without rationale
C. Grouping related questions into blocks
D. Asking multiple questions in a single sentence

**Answer: A,C**

## Question: 4

A marketing team wants to launch a product feedback survey using Qualtrics CoreXM. They want to:
- Personalize the welcome message using the respondent's name
- Ask different questions based on previous answers
- Stop collecting responses after 100 entries
Which platform features should they use to fulfill all these requirements?
There are 3 correct answers to this question.
Response:

A. Embedded Data
B. Display Logic
C. Piped Text
D. Quotas
E. Triggers

**Answer: B,C,D**

## Question: 5

When sharing a dashboard with multiple stakeholders, which of the following can be configured?
There are 2 correct answers to this question.
Response:

A. Personalized filters per viewer
B. Export to SPSS
C. Schedule email delivery
D. Assign question weights

**Answer: A,C**

## Question: 6

What actions can you perform from a Qualtrics Results Dashboard to share insights with stakeholders?
There are 2 correct answers to this question.
Response:

A. Schedule recurring email reports
B. Modify back-end survey logic
C. Download dashboards as PDFs
D. Write Python scripts

**Answer: A,C**

## Question: 7

What happens when you distribute a survey using a contact list with embedded fields (e.g., Region, Age)?
Please choose the correct answer.
Response:

A. The fields are lost during distribution
B. The survey ignores embedded fields
C. The embedded fields are available in response data and can be used in logic
D. Participants are required to enter those fields manually

**Answer: C**

## Question: 8

What type of question should you use in Qualtrics to allow users to rank multiple items?
Please choose the correct answer.
Response:

A. Matrix Table
B. Rank Order
C. Descriptive Text
D. Slider

**Answer: B**

## Question: 9

In the context of XM, what does "closing the loop" typically refer to?
Please choose the correct answer.
Response:

A. Archiving old data

B. Following up with respondents after a negative experience
C. Running a regression model
D. Linking survey responses to financial outcomes

**Answer: B**

## Question: 10

Which feature enables personalized question text using previously collected data in the same response?
Please choose the correct answer.
Response:

A. Display Logic
B. Piped Text
C. Skip Logic
D. Validation Criteria

**Answer: B**

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