Salesforce.Pardot Consultant.by.Michal.142q

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Exam Code: Pardot Consultant
Exam Name: Pardot Consultant

Exam A

QUESTION 1
LenoxSoft has a service portal for customers. A Pardot page action set by the admin will change a prospects engagement custom field to "Engaged" for any prospect who views this service portal page. Customers who visit this portal more often have a higher company satisfaction rate. Those who rarely visit the portal have a high rate of attrition. LenoxSoft wants to encourage customers to engage with the service portal and has the following requirements: * Prospects with no Engagement custom field value should be added to the Engagement Program. * If prospects registers for an upcoming webinar and views the training portal they should be removed from the engagement program. What steps do you recommend to achieve those requirements?

A. Automation Rule with blank critera and add action &
B. Automation rules with attended webinar and remove action
C. Automation Rule with blank critera and add action & Dynamic List with attended webinar and remove action
D. Automation Rule with blank critera and add action & Completion action rules with attended webinar and remove action
E. Automation Rule with blank critera and add action & segmentation rules with attended webinar and remove action

Correct Answer: A
Section:

QUESTION 2
How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

A. Send using the form's completion actions.
B. Send using an automation rule
C. Use a dynamic list to use as a recipient list on an email send.
D. Send using a segmentation rule.

Correct Answer: A
Section:

QUESTION 3
LenoxSoft would like to send out non-marketing emails to certain prospects who have opted-out.
From their previous experience working with Pardot at another company, they know that it is a simple process to 'Enable Operational Email Sending1 for their account. They have a tight deadline, and they need you to grant them access over the phone. Which of the following would be the appropriate course of action to take?

A. Notify LenoxSoft that sending non-marketing emails to opted-out prospects is in violation of US CAN-SPAM laws.
B. After being given their consent, go into their Pardot account settings and enable operational emails sending.
C. Inform LenoxSoft that they need to contact the Client Advocate Team and to mention in their request to enable operational email sending that it is for non-marketing purposes.
D. Inform LenoxSoft that you would require written confirmation that they intend to use this feature for non marketing purposes prior to enabling the setting for them.

Correct Answer: C
Section:

QUESTION 4
There are a number of unassigned prospects in the Lenoxsoft database that have not been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.
What automatic workflow can be created to prevent them from getting assigned?

A. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
B. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
C. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days
D. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Correct Answer: C
Section:

QUESTION 5
What would an Administrator set up to have a document automatically download after a successful form completion?

A. Include a link to the content in the Thank You Content of the form.
B. Redirect the prospect to a landing page that has a link to download the content by checking the box labelled "Redirect the prospect instead of showing the form's Thank You Content."
C. Redirect the prospect directly to the URL of the content by checking the box labeled "Redirect the prospect instead of showing the form's Thank You Content."
D. Create an email template that includes a link to your document. On your form, add a completion action to "Send autoresponder email" and select the email template that includes the document.

Correct Answer: D
Section:

QUESTION 6
Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited the pricing page. Which automation tool would best achieve this?

A. Create a form with a Completion Action to send a pricing sheet.
B. Create a Dynamic List based on page view to segment automatically
C. Create a special campaign to track pricing page views.
D. Create a Page Action set to Tag prospects as having viewed it and add them to a list.

Correct Answer: D
Section:

QUESTION 7
You decide to build an automation rule to automatically allow prospects to match the "Title" criteria in your grade profile. You need to capture all prospects with any form of Vice President in their job title but want to exclude ones who are currently on any of your suppression lists. Which of the following sets of rule criteria will accomplish this?

A. Match ALL overall logic: Prospect List > Isn't > suppression List A; B; C; D Prospect default field > Title > contains > Vice President; VP
B. Match ALL overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > IS >Vice President
C. Match ANY overall logic: Rule Group1: Match All Prospect List > Isn't > Suppression List A; B; C; D Rule Group2: Match All Prospect default field > Title > contains > Vice President; VP
D. Match ANY overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > contains >Vice President; VP

Correct Answer: C
Section:

QUESTION 8
Lenoxsoft wants individual engagement programs for each of their sales 'Status' field values. They want to ensure as Status field values change, the prospect will automatically stop receiving the previous program and move to the next program to receive only the relevant content. What solution would you recommend

A. Test list

B. Static list
C. Static list or Dynamic, both list can be used
D. Dynamic list

Correct Answer: C
Section:

QUESTION 9
LenoxSoft wants to create a re-engagement program that will nurture prospects if they're last activity is greater than 90 days. Once they begin the re-engagement program, if they become active, the prospects need to remain in the program. Which solution would you recommend ?

A. Dynamic List
B. Test List
C. Static or Dynamic list
D. Static List

Correct Answer: D
Section:

QUESTION 10
LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Pardot to ensure a high deliverability rate in their initial Pardot email sends. Choose 2 answers:

A. Identify the currently mailable and unmailable prospects in their current email provider.
B. How many emails a month were sent from the current email provider
C. The date LenoxSoft last compared data between the email provider and Salesforce.
D. When was the last time a prospect was emailed in their current email provider.

Correct Answer: A, D
Section:

QUESTION 11
When integrating Pardot Ultimate edition with Salesforce custom objects, what are two key attributes to ensure seamless custom object integration? Select 2

A. Lead, Contact or Account record added as a Related Object to the Salesforce custom object
B. Salesforce Connector User has 'Read' permission to the custom object
C. Campaign or Opportunity record added as a Related Object to the Salesforce custom object
D. Customized 'Display in Table' values when configuring fields

Correct Answer: A, B
Section:

QUESTION 12
The LenoxSoft marketing manager wants to report to the CEO each month the number of new leads generated and what types of assets are generating those new leads. Identify the Pardot reports and associated KPIs that would provide these metrics. Choose 2 answers:

A. Form Report: Impressions

B. Lifecycle Report: New Prospects Created
C. Form Report: Conversions
D. Form Report: Submissions

Correct Answer: B, C
Section:

QUESTION 13
What should be enabled on a Pardot form if an Administrator wants to sign many people up on the same computer at a trade show booth?

A. Kiosk/Data Entry Mode
B. ReCAPTCHA
C. "Not you?" Link
D. Progressive Profiling

Correct Answer: A
Section:

QUESTION 14
LenoxSoft would like to set custom scoring based on event attendance. What scoring options are available through the Pardot Connectors?

A. Webinar & Event invite. Registrations & Attendance
B. Webinar & Event Registrations & Attendance
C. Webinar: Attended/NoShow/Registered Event :Checked In/Registered
D. Only Webinar & Event Attendance

Correct Answer: C
Section:

QUESTION 15
LenoxSoft asks yOu about whether filtered prospects will be affected if they are registering for an event using your WebEx connector. What advice do you give them? You simply remind them that since registering for an event is a completion action it will always run when a form is filled out.

A. Filtered prospects will not be registered for a webinar through a Pardot form since "Register for a webinar" completion action and Pardot prospects who are filtered do not have completion actions applied to them.
B. That may happen occasionally, but they shouldn't worry too much since most filtered prospects are usually staff members.
C. Filtered prospects for the webinar either by removing the filter or having the filtered prospects register through the WebEx registration form itself.
D. Filtered prospects will not be registered for a webinar through a Pardot form, but you can still register your

Correct Answer: C
Section:

QUESTION 16
LenoxSoft using Pardot Pro is rolling out a new lead generation campaign where prospects register for a trade show on a Pardot-hosted landing page. The consultant suggests creating two versions of the landing page and using a multivariate test, but LenoxSoft is unfamiliar with the feature. What is the primary benefits of using a multivariate test in this campaign?

A. Pardot will automatically send underperforming landing page to recycle bin
B. Pardot will automatically populate personalized information of each unique prospect.

C. Pardot will give you content ideas for each landing page.
D. Pardot will determine which version of the landing page generated most conversions

Correct Answer: D
Section:

QUESTION 17
An admin user would like to create a User Role for a new marketing intern to only have the ability to view prospect lists and emails that have already been sent. Which of the following is the best way for the Admin user to set up this role for the intern if LenoxSoft has an Ultimate level account?

A. Set the intern up in the Default 'Marketing' User Role
B. Set the intern up in the Default 'Marketing Intern' User Role
C. Create a Custom User Role with only the options to 'view' lists and 'view' emails selected
D. Create a Custom User Role with only the options to 'view' & 'edit' lists and 'view' emails selected

Correct Answer: C
Section:

QUESTION 18
LenoxSoft wants to test all elements of their email, including variable tags, link clicks, and how the email looks on all email. Which testing strategy should you recommend to the all the elements?

A. Use individual email test
B. Use multivariate test & Review email preview
C. Use rendering test and send to Test List
D. Use A/B test

Correct Answer: C
Section:

QUESTION 19
LenoxSoft wanted to deduct a prospect's score by 100 points if they visited their careers page on the website, what would be the best recommendation to implement?

A. Page action
B. Custom redirect
C. Completion action
D. Automation rule

Correct Answer: A
Section:

QUESTION 20
Lenoxsofts licensing software is based on annual contract renewals. The marketing department is struggling to send reminders to customers, and the sales department has no insight into what reminders marketing is sending. Lenoxsoft uses the custom field "Contract" which contains the value "Renewed" for prospects who have already renewed or is blank is they have yet to renew. Lenoxsoft wishes to set up an Engagement program that does the following: - Automatically adds/removes Prospects to the Renewal Engagement program based on their renewal status - Sends a series of reminders to Prospects who have NOT yet renewed - Gives sales continuous insight into prospect engagement with the program. Based on the requirements outlined, which of the following is the best process for Lenoxsoft to set up?

A. Build an automation rule with the criteria of :: Prospect Custom Field:: contract:: is:: blank. Add an action of "Add to List" and an action of "Notify assigned user."

B. Build a dynamic list with the criteria of:: Prospect Custom Field :: Contract:: is:: blank. Associate the list to the Renewal Engagement program and add an action of "Notify assigned user" at intervals.
C. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."
D. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."

Correct Answer: B
Section:

QUESTION 21
LenoxSoft has had a Product Interest form live on their website for the past 3 months. They would like to make sure that, moving forward, every time the form is submitted, a custom field is updated.
They also want to update that custom field for anyone who has submitted the form before today.
What combination of automation tools should LenoxSoft use to achieve this?

A. Automation rule and completion action
B. Dynamic list and automation rule
C. Completion action and dynamic list
D. Segmentation rule and completion action

Correct Answer: A
Section:

QUESTION 22
LenoxSoft has a grading profile for business units in both United States and Canad a. Both profiles contain options for the industry field and several prospects with the grade of "A".
What do we know about LenofSoft current grading strategy?

A. LenoxSoft uses an automation rule to match the criteria US or canada to make a grading impact.
B. LenoxSoft added location based criteria
C. LenoxSoft must add prospect to a dynamic list
D. LenoxSoft uses location based scoring categories .

Correct Answer: A
Section:

QUESTION 23
Prior to starting implementation, LenoxSoft wishes to consolidate all their data within Salesforce.
They currently use three different systems, including Salesforce, to manage their customer dat a. All data does NOT currently reside in one system, and Lenoxsoft wants Salesforce to be the primary system for customer records. What is the first step Lenoxsoft should take to allow Salesforce to become the primary recordholder?

A. Add custom prospect fields to Pardot and map to Salesforce.
B. Import and merge existing records from all systems to Pardot
C. Import and merge existing records from all systems to Salesforce
D. Add custom account fields to Pardot and map to Salesforce

Correct Answer: C
Section:

QUESTION 24
LenoxSoft wants to create Contacts instead of Leads or sync with Person Account records. What step should the consultant recommend?

A. Locate the relevant documentation and follow the steps to enable.
B. Update your Salesforce connector user permissions
C. Contact Pardot Support to enable the necessary connector behavior
D. Update your field mappings by going to Admin > Configure Fields

Correct Answer: C
Section:

QUESTION 25
Lenoxsoft wants to continue to use their existing forms. Pardot form handlers cannot be used due to the encryption placed on them. However, Lenoxsoft wants all future leads or contacts converted via their existing forms to be created as prospects in Pardot with their Pardot campaign set to Salesforce connector. With this restriction outlines, Lenoxsoft wants to build an automated process with the following requirements: - New prospects are added to the New Lead engagement program and remain until they reach a score of 100 - Once prospects reach a score of 100, they should no longer receive emails from the New Lead engagement program. Based on the above, which process should the Consultant recommend?

A. Build a Dynamic List:: Prospect Campaign is :: Salesforce Connector and prospect score:: is less than:: 100, Action:: add to list.
B. Build a Segmentation rule :: Prospect Campaign is :: Salesforce Connector and Prospect Score :: is more than :: 100, Action :: add to list
C. Build an Automation rule :: Prospect Created Date ago is :: 100 :: and prospect score:: is less than :: 10, Action :: add to list
D. Build an Automation rule :: Prospect Campaign is :: Salesforce is:: Salesforce Connector and prospect score :: is less than :: 100, Action :: add to list

Correct Answer: A
Section:

QUESTION 26
Lenoxsoft currently uses a Salesforce workflow to continually look for old and new leads that meet certain criteria under Job title and Industry, and adds them to a Salesforce campaign. The Pardot connector is verified and their existing Salesforce records have been reviewed, but they have yet to sync this data to Pardot. Lenox wishes to replicate this process within Pardot with the following requirements: - Prospects with a job title of "CEO" and Industry of "Software" are added to the Salesforce campaign. Based on those requirements, which steps should Lenoxsoft prioritize to replicate their process?

A. Create a dynamic list to sync prospects from Salesforce. Build an Automation rule with criteria :: Job Title:: CEO :: Industry:: Software, action :: add to the Salesforce campaign.
B. Import a .csv file of prospects. Build an Automation rule with criteria :: Job Title :: CEO :: Industry :: Software, action :: add to Salesforce Campaign
C. Create a dynamic list to sync prospects from Salesforce. Build a segmentation rule with the criteria :: Job Title :: CEO :: Industry :: Software, action :: add to the Salesforce campaign.
D. Import a .csv file of prospects. Build an Segmentation rule with criteria :: Job Title:: CEO :: Industry :: Software, action :: add to Salesforce Campaign

Correct Answer: A, B
Section:

QUESTION 27
You have setup an automation rule to add 50 points to prospects who have had activity in the last 30 days and have submitted a specific landing page. You decide that you want to change this up to reflect more recent activity and open it up to all landing pages. You edit the rule criteria to reflect prospect last activity of 10 days or less and submission of any landing page and update the action to add 75 points instead. Which of the following statements is true?

A. For all prospects who have already matched, no new actions will be applied.
B. For all prospects who have already matched the rule, they will receive the 75 point completion action instead of the 50 points they already received.
C. For prospects who have already matched but also meet the new criteria, they will receive the 75 points in addition to the 50 points they already received.

D. For all prospects who have already matched the rule, they will receive the 75 point completion action in addition to the 50 points they already received.

Correct Answer: A
Section:

QUESTION 28
LenoxSoft has very specific lead qualification that has to be met before assigning prospects to an inside sales rep: *The prospects must be located in Texas or California *The prospects must submit their Request a demo form. When those two criteria are met they want to automatically assign the prospects to a inside sales rep. State is a required field on the Request a demo form. How would you have LenoxSoft automate the assignment?

A. Export the submission report & Import
B. Run completion Action on form Request a demo with action assign to user
C. Run completion Action on form Request a demo with action notify Admin
D. Run an automation rule to assign based on the « Request demo » Submission & prospect status field

Correct Answer: D
Section:

QUESTION 29
LenoxSoft has purchased a list of prospects and wants to send emails to those prospects in Pardot immediately. What is the correct way to handle this?

A. Recommend that it is okay to send to purchased lists in Pardot.
B. Have LenoxSoft split their purchased list into multiple sends so as to not affect the IP's reputation.
C. Run a permissions pass on the purchased lists to get permission quickly before sending them a marketing email.
D. Recommend that they must receive explicit permission from those prospects on the purchased list before they can upload that prospect list into Pardot.

Correct Answer: D
Section:

QUESTION 30
LenoxSoft product is setup on an annual renewal. The marketing team is having issues to send emails out to their prospects when its time to renew on the annual product. On top of it sales is complaining they have no insights when an annual renewal email was sent. LenoxSoft uses a custom field of "Contract" with a value of "Renewed" for prospects who have already renewed their product subscription or its "blank" if they have yet to renew. LenoxSoft wants to automate this process with an engagement studio that can do the following: * Adds/Removes prospects to the engagement studio based on renewal status * Sends a series of emails to renew their subscription * Gives sales continuous insights to prospect engagement Based on the above criteria what would you recommend to LenoxSoft?
LenoxSoft product is setup on an annual renewal. The marketing team is having issues to send emails out to their prospects when its time to renew on the annual product. On top of it sales is complaining they have no insights when an annual renewal email was sent. LenoxSoft uses a custom field of "Contract" with a value of "Renewed" for prospects who have already renewed their product subscription or its "blank" if they have yet to renew. LenoxSoft wants to automate this process with an engagement studio that can do the following: * Adds/Removes prospects to the engagement studio based on renewal status * Sends a series of emails to renew their subscription * Gives sales continuous insights to prospect engagement Based on the above criteria what would you recommend to LenoxSoft?

A. Build automation rules add criteria as Contact as blank add action as notify assigned user
B. Build dynamic list add criteria as Contact as "Renewed" add action as notify assigned user
C. Build dynamic list add criteria as Contact as blank add action as notify assigned user
D. Build automation rules add criteria as Contact as "Renewed" add action as notify assigned user

Correct Answer: C
Section:

QUESTION 31
During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Pardot features are the minimum requirement for a

successful Engagement Program?

A. Email Authentication > Salesforce Connector > Email templates > Users > Engagement program
B. CNAME > Salesforce connector > Email Templates > Lists > Engagement program
C. CNAME > Email Authentication > Email templates > Lists > Engagement program
D. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program

Correct Answer: C
Section:

QUESTION 32
You have been asked to create a form that gathers information from prospects. This information should be available in Pardot as well as a custom build community site. How would you achieve this?

A. Create a website form that integrates with a Pardot form handler, details are submitted to the community site using Pardot API.
B. Create a website form that submits the details to the community site and integrate it with a Pardot form handler.
C. Create a Pardot form and via an automation rule submit the details to the community site.
D. Create a Pardot form and via completion actions submit the details to the community site.

Correct Answer: B
Section:

QUESTION 33
LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Pardot to ensure a high deliverability rate in their initial Pardot email sends. Choose 2 answers:

A. The date LenoxSoft last compared data between the email provider and Salesforce.
B. How many emails a month were sent from the current email provider.
C. When was the last time a prospect was emailed in their current email provider.
D. Identify the currently mailable and unmailable prospects in their current email provider.

Correct Answer: C, D
Section:

QUESTION 34
LenoxSoft just purchased Pardot and will be migrating to Pardot from another marketing automation tool. On the initial kickoff call, the Marketing Manager shares their existing tool's contract ends in 3 weeks. Given the accelerated timeframe, what is the recommended first step?

A. Install the Salesforce AppExchange Package and verify the Salesforce connector
B. Complete the technical setup items and create Pardot users. Conduct a Strengths Weaknesses Opportunities and Threats (SWOT) analysis of their current marketing strategies
C. Export all the data and assets from the existing tool
D. Salesforce Connector User has 'Read1 permission to the custom object

Correct Answer: C
Section:

QUESTION 35
LenoxSoft shows you a record where the prospect has many activities that are email clicks from the same email. Looking at the prospect's audits, you see visitor association changes where the prospect forwarded the email to

colleagues who clicked the link in the email causing the cookie intended for the original recipient to track the colleagues. Which of the following is not a Pardot best practice for preventing this issue in the future?

A. Use the "Forward to a friend" variable tag in Pardot emails
B. Enable Kiosk mode on the Pardot form
C. Enable the Pardot account setting "Prevent Cookie Crossing"
D. Enable the "Not You?" link to display on the Pardot form

Correct Answer: C
Section:

QUESTION 36
Lenoxsoft currently has prospect data in another email-sending platform, and they want to migrate it over to Pardot. The system has a list of mailable prospects and a list of unmailable prospects who unsubscribed/opted-out that do NOT exist in Salesforce. The marketing team wants to make sure that they stay complaint with the permission-based Marketing Policy while maintaining their database of unsubscribed/opted out prospects when they migrate this data over to Pardot. How should the data be imported?

A. Import all prospect data and create a suppression list.
B. Import only the list of mailable prospects in Pardot.
C. Import unavailable prospects in Pardot; perform permission pass.
D. Import unmailable prospects in Pardot; mark as global opt-out.

Correct Answer: D
Section:

QUESTION 37
Lenoxsoft is transitioning from their current marketing automation platform to Pardot. They have a landing page that they wish to migrate over to Pardot and need to understand what steps are involved in order to maintain the page's existing look and feel. What are the necessary first steps to migrate this landing page over to Pardot while maintaining the page's existing look and feel?

A. Import the HTML file into Pardot and apply it to the layout template
B. Create a Pardot landing page and import HTML from the landing page HTML
C. Create layout template and import HTML from the landing page URL
D. Import the HTML file into Pardot and apply it to the landing page

Correct Answer: C
Section:

QUESTION 38
LenoxSoft has a training portal for customers. A Pardot page action changes a Prospect's Engagement custom field to Engaged for any prospects who views the page. Customer who regularly engage with the portal have more success with the platform, and those with low engagement have a high rate of attrition. To encourage engagement with the portal, Lenoxsoft wishes to use this custom field as the basis to develop a Training Engagement Program that encourages prospects to sign up for a live webinar which promotes the portal. They have the following requirements. - Prospects with no Engagement custom field value should be added to the Training Engagement Program - If Prospects register for the Webinar and view the training portal, they are removed from the Training Engagement Program What steps should Lenoxsoft take to achieve these requirements?

A. Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if:: Add to List
B. Create a dynamic list with the criteria :: Webinar:: Successful & Custom Prospect custom field:: engagement:: engaged :: Action of:: Remove from list Create an automation rule with the criteria :: Prospect custom field : engagement:: blank:: Action if::
Add to List
C. Create a completion action with the criteria :: Webinar:: Successful & Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from list Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if::

Add to List
Create a segmentation rule with the criteria :: Webinar:: Successful & Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from list

D. Create an automation rule : Prospect custom field [Engagement] is blank | Add to List Create an automation rule: Prospect webinar is attended webinar AND Prospect custom field [Engagement] is engaged | Remove from list

Correct Answer: B
Section:

QUESTION 39
LenoxSoft wants to add 50 points to the scores for prospects who attended a webinar last month.
How would you advise them to accomplish this?

A. Create a new automation rule.
B. Create a new segmentation rule.
C. Add a completion action to the form the prospects completed to register for the webinar.
D. Select all prospects in the webinar attendees table and use the table action at the bottom to add to their scores.

Correct Answer: A
Section:

QUESTION 40
LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site. Which sequence of steps should the Pardot Administrator take to automate this process?

A. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
B. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
D. Enable Visitor Filters for a specific IP range; Enable Page Actions to notify managers.

Correct Answer: B
Section:

QUESTION 41
LenoxSoft wants to measure their brand awareness to raise their brand recognition for their company. The company wants to use Pardot to increase the number of impressions across their online channels. Which are the best reports to monitor impressions to help measure LenoxSoft's brand awareness of a period of time?

A. Monitor no of visitors, social post enagements and natural search reports month over month
B. Monitor no of visitors, form conversion and email click-through rate reports month over month
C. Monitor no of prospects, social post enagements and paid search reports month over month
D. Monitor no of prospects, form submission and email open rate reports month over month

Correct Answer: A
Section:

QUESTION 42
Lenoxsoft currently uses a manual sales engagement process where assigned users manually add leads to lists based on a lead status value of "New". The Sales Manager wishes to develop a Sales Engagement Program that streamlines this process and has the following requirements: - Only leads with a status of "New" can be added to the Program. A lead with a status of "In Progress" CANNOT be added. - Assigned users should be notified when a lead has opened an email. Based on the above requirements, which is the best way to segment prospects for Lenoxsoft's Sales Engagement Program?

A. Create a completion action based on the Lead Status field value.
B. Create a dynamic list based on the Lead Status field value
C. Create an automation rule based on the Lead Status field value
D. Create a segmentation rule based on the Lead Status field value

Correct Answer: B
Section:

QUESTION 43
Which activity appears on a prospect's record when they submit a Pardot form named 'Contact Us' that resides on a Pardot landing page?

A. Pardot Successfully submitted the "Contact Us" landing page and form
B. Pardot Successfully submitted the "Contact Us" form
C. Nothing will display
D. Pardot Successfully submitted the "Contact Us" landing page.

Correct Answer: B
Section:

QUESTION 44
How are prospect that have started a wait step impacted when an entire engagement program is paused?

A. They will NOT continue to progress through the wait step and once the engagement program is resumed the wait step will start where it left off.
B. They will continue through the wait step until they hit the end of it and once the engagement program is resumed, the prospect will immediately move on to the next step even if the engagement program pause was shorter than the wait step.
C. They will NOT continue to progress through the wait step and once the egagement program is resumed, they will start the wait step from the beginning.
D. They will continue to progress through the wait step until they hit the end of it and once the engagement program resumed, if it has been beyond the length of the wait step logic, the prospect will immediately move on to the next step.

Correct Answer: C
Section:

QUESTION 45
LenoxSoft's ideal buyer is a C-level executive with an employee base over 500. Their department should either be technology or finance. C-level is the best fit but managers should also be included as they may make purchasing decisions. Which is the correct profile criteria for grading used to give the ideal buyer an "A" grade.

A. Job title - C-level 3/3 Job title - Manager 3/3 Size 3/3 Dept 3/3
B. Job title - C-level 3/3 Job title - Manager 3/3 Size 2/3 Dept 3/3
C. Job title - C-level 3/3 Job title - Manager 3/3 Size 3/3 Dept 2/3
D. Job title - C-level 3/3 Job title - Manager 2/3 Size 3/3 Dept 3/3

Correct Answer: D
Section:

QUESTION 46
Select available Webinar Connectors

A. Webex
B. WebinarJam
C. ReadyTalk
D. GoToWebinar
E. Demio
F. ClickMeeting

Correct Answer: A, C, D
Section:

QUESTION 47
Select available User Roles

A. Administrator
B. Sales User
C. Marketing Manager
D. CD Marketing
E. Sales
F. Sales Manager

Correct Answer: A, D, E, F
Section:

QUESTION 48
Select Assets that allow to Adjust prospects score

A. Automation Rules
B. Segmentation Rules
C. PI Completion Actions
D. Engagement Programs
E. Tables

Correct Answer: A, C, D
Section:

QUESTION 49
Can Marketing both Import and Export Prospects?

A. True
B. False

Correct Answer: A
Section:

QUESTION 50

Is it possible for many users to edit exact same Email Template simultaneously?

A. True
B. False

Correct Answer: B
Section:

QUESTION 51
How many CRM connectors can be active simultaneously in Pardot?

A. One each type
B. Many, but only Salesforce
C. One
D. There are no restrictions about that

Correct Answer: C
Section:

QUESTION 52
How many Social Posting Connectors is it possible to create

A. You can create as many Social Posting connectors as you want
B. One each type
C. Many but only one type
D. You can't use any Social Posting connector

Correct Answer: A
Section:

QUESTION 53
How many scheduled Engagement Programs is it possible to have

A. 5
B. 3
C. 10
D. 15

Correct Answer: C
Section:

QUESTION 54
How many Engagement Programs can run at one time

A. Always 100
B. Pardot Growth Edition: 20 Pardot Plus Edition: 100 Pardot Advanced Edition: 200
C. Pardot Growth Edition: 100 Pardot Plus Edition: 150 Pardot Advanced Edition: 200

D. Pardot Growth Edition: 20 Pardot Plus Edition: 50 Pardot Advanced Edition: 100

Correct Answer: B
Section:

QUESTION 55

A. Repeat Rule
B. Automation Criteria
C. Repeat Settings
D. Loop Settings

Correct Answer: A
Section:

QUESTION 56
What is available to choose within Repeat Rule

A. Days before eligible to repeat rule
B. Limit rule matches
C. Certain Prospects
D. Repetition Order

Correct Answer: A, B
Section:

QUESTION 57
How many Scoring Categories is it possible to create

A. 25
B. 100
C. 15
D. 50

Correct Answer: D
Section:

QUESTION 58
It is possible to assign certain Prospect to selected Scoring Category

A. True
B. False

Correct Answer: B
Section:

QUESTION 59

How often does Pardot check for changes in Salesforce

A. 5 minutes
B. 1 hour
C. 2 minutes
D. 10 minutes

Correct Answer: C
Section:

QUESTION 60
Choose required fields while creating a Prospect

A. Email
B. Company
C. CD Campaign
D. Profile
E. Score
F. Grade
G. Assign To

Correct Answer: A, C, D, E
Section:

QUESTION 61
Which are true about Custom Objects in Pardot

A. You can create and sync a custom object from anything that is linked to a contact, lead, or account in your CRM
B. You can create and sync a custom object from any object in Salesforce
C. You can create and sync a custom object from anything that is linked lead and contact, but can't be linked to account due to high risk of errors
D. You can create and sync a custom object from anything that is linked to a contact, lead and account in your CRM at the same time

Correct Answer: A
Section:

QUESTION 62
What type of fields are not supported by the Pardot sync

A. Geolocation
B. Lookup Relationship
C. Date/Time
D. Time
E. Text Area (Rich)
F. Date/Time
G. Formula
H. External Lookup Relationship

Correct Answer: A, B, E, G, H
Section:

QUESTION 63
What type of Pardot field should you sync Salesforce Phone field

A. Phone
B. Text
C. Number
D. You can't do this

Correct Answer: B
Section:

QUESTION 64
There is Custom Field Type in Pardot called CRM User

A. True
B. False

Correct Answer: A
Section:

QUESTION 65
There is Custom Field Type in Pardot called Date

A. True
B. False

Correct Answer: A
Section:

QUESTION 66
There is Custom Field Type in Pardot called Date/Time

A. True
B. False

Correct Answer: B
Section:

QUESTION 67
There is Custom Field Type in Pardot called Phone

A. True
B. False

Correct Answer: B

Section:

QUESTION 68
There is Custom Field Type in Pardot called Email

A. True
B. False

Correct Answer: B
Section:

QUESTION 69
There is Custom Field Type in Pardot called Email

A. True
B. False

Correct Answer: B
Section:

QUESTION 70
Administrators can reset passwords for users

A. True
B. False

Correct Answer: A
Section:

QUESTION 71
When you go to View HTML code section at selected Form record you can only see the iframe tag

A. True
B. False

Correct Answer: A
Section:

QUESTION 72
What factors are involved in determining email deliverability?

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

Correct Answer: A, B, E

Section:

QUESTION 73
Pardot's Permission Based Marketing Policy helps ensure your emails don't get flagged as spam.
CAN-SPAM provisions include

A. Don't use false or misleading header information
B. Don't use deceptive subject lines
C. Identify the message as an ad
D. Tell recipients where you're located
E. Tell recipients how to opt out of receiving future email from you
F. Honor opt-out requests promptly
G. Monitor what others are doing on your behalf
Answer: A, B, C, D, E,

Correct Answer: A, B, C, D, E
Section:

QUESTION 74
Can Email Preference Center demand for logging in

A. True
B. False

Correct Answer: B
Section:

QUESTION 75
It is recommended that Email Preference Center should use more than one page level depth

A. True
B. False

Correct Answer: B
Section:

QUESTION 76
It is possible for prospect to have less than 0 score

A. True
B. False

Correct Answer: A
Section:

QUESTION 77
Check the lowest and the highest available Prospect's score in Pardot

A. D
B. A+
C. A
D. FF.
F

Correct Answer: A, D
Section:

QUESTION 78
How long can it take for Custom Object in Pardot to sync with Salesforce

A. 10 minutes
B. 2 minutes, because that's the frequency of Pardot looking for changes in Salesforce
C. 1 hour
D. 4 hours

Correct Answer: D
Section:

QUESTION 79
Do hard bounces need to be removed from lists

A. True
B. False

Correct Answer: B
Section:

QUESTION 80
If someone opt-out's do we need to delete this Prospect record?

A. Yes, it is restricted by law
B. False. It is restricted by law not to email them, but we still can track the activity

Correct Answer: B
Section:

QUESTION 81
How many variations of Dynamic Content it is possible to create

A. A-Z (25)
B. A-C (3)
C. 10
D. A/B (2)

Correct Answer: A

Section:

QUESTION 82
Is it possible to split Dynamic List to other Dynamic Lists?

A. True
B. False

Correct Answer: B
Section:

QUESTION 83
Is it possible to split Dynamic Lists into more than two Static Lists?

A. True
B. False

Correct Answer: A
Section:

QUESTION 84
Which are true about Pardot Recycle Bin

A. Items in the recycle bin don't count toward usage limits
B. If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign
C. Admins can permanently delete prospects in the recycle bin. Pardot no longer tracks prospects when they're permanently deleted
D. A deleted prospect is restored when the Salesforce record it's syncing with is undeleted
E. Tags are deleted permanently and don't appear in the recycle bin
F. Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin
G. Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin

Correct Answer: A, B, C, E, G
Section:

QUESTION 85
How many automation rules can you have

A. Always 100
B. Pardot Growth Edition: 50 Pardot Plus Edition: 100 Pardot Advanced Edition: 150
C. Pardot Growth Edition: 50 Pardot Plus Edition: 100 Pardot Advanced Edition: 200
D. Pardot Growth Edition: 100 Pardot Plus Edition: 150 Pardot Advanced Edition: 200

Correct Answer: B
Section:

QUESTION 86
Which editions of Pardot provides Buisness Units and Einstein functionalities

A. All
B. Pardot Plus Edition and Pardot Advanced Edition
C. Only Pardot Advanced Edition and it includes unlimited Buisness Units
D. Only Pardot Advanced Edition and it includes 2 Buisness Units, then each subsequent costs 2 000$/month

Correct Answer: D
Section:

QUESTION 87
Which are Actions Available with Salesforce Connector (Choose three)

A. Add to Salesforce campaign
B. Assign prospect to queue
C. Assign prospect via Salesforce active assignment rule
D. Create a Salesforce event
E. Delete a Salesforce task

Correct Answer: A, B, C
Section:

QUESTION 88
There is limitation of 50 forms and 50 landing pages in Pardot Growth Edition and also you can't create more than one Scoring Category in this edition

A. True
B. False
S

Correct Answer: A
Section:

QUESTION 89
Select all available User Email Preferences

A. Send daily prospect activity emails (for my prospects)
B. Send daily prospect activity emails (for all prospects)
C. Send daily prospect assignment emails
D. Send daily visitor activity emails
E. Send an email when a prospect is assigned
F. Send starred prospect activity alerts
G. Send weekly search marketing email (sent on Mondays)
H. Send weekly search marketing email (sent on Fridays)
I. Send monthly inactive automations report email
J. Send weekly inactive automations report email
K. Send daily visitor assignment emails

Correct Answer: A, B, C, D, E, F, G, I
Section:

QUESTION 90
Which are true about Engagement Program

A. If a prospect is removed from a list that a program uses, that prospect stops moving through the program
B. If you remove a prospect from a program's recipient list, and then add the prospect back later, they start where they left off in the program
C. If a prospect opts out of a list used for a program, they still move through the program, but don't receive program emails
D. When no new prospects are added to or processed in a program for 30 days, it becomes inactive
E. When merged prospects are members of the same engagement program, it's possible for one to skip steps or move through the same step twice. The new master prospect restarts a program from the step that any of its merged prospects touched most recently
F. A single rule step can evaluate up to five conditions
G. When no new prospects are added to or processed in a program for 365 days, it becomes inactive

Correct Answer: A, B, C, D, E, F
Section:

QUESTION 91
You can enable Progressive Profiling with Pardot Forms in orderd to show ceratin fields only if the prospect already has data in selected field(s)

A. True
B. False

Correct Answer: B
Section:

QUESTION 92
What are available Data Formats in Pardot Form Fields

A. Text
B. Number
C. Email
D. Phone
E. Email with valid mail server
F. Email not from ISPs and free email providers
G. Date
H. Password

Correct Answer: A, B, C, E, F
Section:

QUESTION 93
While creating Layout Templates it is possible to Import Layout from certain URL

A. True

B. False

Correct Answer: A
Section:

QUESTION 94
Which is true about Pardot API limits

A. No limits at all
B. All editions have 10 000 API limit
C. Pardot Growth Edition: Pardot Plus Edition: 25 000 Pardot Advanced Edition: 100 000
D. Pardot Growth Edition: 25 000 Pardot Plus Edition: 50 000 Pardot Advanced Edition: 100 000

Correct Answer: C
Section:

QUESTION 95
Which is true about Pardot Flile Hosting limits

A. No limits at all
B. Pardot Growth Edition: 100MB Pardot Plus Edition: 500MB Pardot Advanced Edition: 10GB
C. Pardot Growth Edition: 1GB Pardot Plus Edition: 5GB Pardot Advanced Edition: 10GB
D. Pardot Growth Edition: 500MB Pardot Plus Edition: 2GB Pardot Advanced Edition: 5GB

Correct Answer: B
Section:

QUESTION 96
Which one is Pardot Event Connector

A. Eventbrite
B. Eventor
C. EventMe
D. TheEvents

Correct Answer: A
Section:

QUESTION 97
Which one is Pardot Video Connector

A. YouTube
B. Wistia
C. Vimeo
D. Dailymotion

Correct Answer: B

Section:

QUESTION 98
Can we connect Twilio SMS Center via Pardot Connector?

A. True
B. False

Correct Answer: A
Section:

QUESTION 99
Which is true about Visitor Filters?

A. Use filters to exclude some types of visits, clicks, or other actions from your campaign results and email notifications
B. You can the filter by IP
C. You can filter by a hostname
D. You can filter by a hostname wildcard
E. You can't filter your own company IP

Correct Answer: A, B, C, D
Section:

QUESTION 100
What can you do in Advanced Section of Look and Feel step in Pardot Form

A. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
B. PI Enable explicit bot protecting using reCAPTCHA
C. Include "Not you?" link to allow visitors to reset the form
D. Disable autoresponder emails on this form

Correct Answer: A, B, C
Section:

QUESTION 101
Which are true about Salesforce Engage

A. Before you can set up Salesforce Engage, you must have a verified Salesforce-Pardot connector
B. Salesforce Engage is not supported for Salesforce sandbox accounts
C. Salesforce Engage is an app mainly for Sales to stay up to date with Prospect actions
D. You can download Salesforce Engage App on your desktop or phone (Mac,Windows)
E. You can use Salesforce Engage with Gmail by downloading an extension

Correct Answer: A, B, C, D, E
Section:

QUESTION 102

Monthly cost of Salesforce Engage is

A. 50$
B. 100$
C. It's always free
D. 15$

Correct Answer: A
Section:

QUESTION 103
You want to assign prospects to a specific sales user when that prospect submits a form and is from region EME A: What tool do you need to use? [Choose one answer]

A. Segmentation Rule
B. Completion Action
C. Dynamic List
D. Automation Rule

Correct Answer: D
Section:

QUESTION 104
You have several white papers on your website, but you want to start gateing those and gather more and more details about prospects as they download the white papers. What is the best way to achieve this?

A. Create a form and enable progressive profiling
B. Create a form handler and enable progressive profiling
C. Create a form handler for each white paper
D. Create a form per white paper and enable progressive profiling

Correct Answer: D
Section:

QUESTION 105
Which actions can be achieved with completion actions? [Choose three answers]

A. Assign to queue
B. Notify account owner
C. Set profile
D. Increment prospect field value

Correct Answer: A, C, D
Section:

QUESTION 106
What is true about completion actions? [Choose two answers]

A. Completion actions are retroactive and will apply to activities done before and after you apply them

B. Completion actions only execute for prospects. They will not affect visitors.
C. Completion actions can be criteria based.
D. Completion actions will not execute for image files.

Correct Answer: B, D
Section:

QUESTION 107
What is true about custom redirects? [Choose two answers]

A. When a visitor clicks a custom redirect any completion actions associated with the custom redirect will trigger.
B. Custom redirects will continue to work if they are deleted in Pardot.
C. When a visitor converts to a prospect completion actions on a custom redirect will trigger
D. Custom redirects are great for linking to files or pages you do not host.

Correct Answer: B, D
Section:

QUESTION 108
What is true about Dynamic Content? [Choose three answers]

A. You can add up to 25 variations of content
B. You can base variations on Scoring Categories
C. You can add dynamic content to web pages
D. You can use dynamic content in subject lines

Correct Answer: A, C, D
Section:

QUESTION 109
Which one is not an email template you can create in Pardot? [Choose one answer]

A. "Engage" template
B. "One to one emails" template
C. "List emails" template
D. "Autoresponder emails" template

Correct Answer: A
Section:

QUESTION 110
What activities can be done in Pardot's engagement program? [Choose one answer]

A. Trigger, action and rule
B. Trigger, activity and rule
C. Trigger, activity and check
D. Trigger, listen and check

Correct Answer: A
Section:

QUESTION 111
A marketing user needs to recreate the same form in each of LenoxSoft's two business units (BUs).
How should the marketing user handle this task?

A. Create the form in one BU, then logout. Next, login to the second BU, recreate the form and logout.
B. Create the form in the first BU, then ask marketing users to copy the form into their separate BUs.
C. Create the form in the first BU, then export the form and import it into each of the other two BUs.
D. Create the form in one BU, then use the BU switcher and manually recreate the form in the second BU.

Correct Answer: C
Section:

QUESTION 112
LenoxSoft's corporate marketing team wants to ensure their website visitors who originate from Europe are able to opt into having their website activity tracked.
How could this be accomplished?

A. Remove tracking code from the website and create new sites for each country.
B. Create visitor filters for prospects that are known to be located in Europe.
C. Enable tracking opt-in preferences for visitors from specific countries.
D. Enable tracking opt-in preferences for all website visitors.

Correct Answer: B
Section:

QUESTION 113
A Pardot administrator just created scoring categories for each product line. Assets from Folder A are aligned to Scoring Category A, and assets from Folder B are aligned to Scoring Category B.
What action should the admin take to ensure the sales team can view this new category score for each lead or contact?

A. Replace the Score field with Category Score fields on lead and contact page layouts in Salesforce.
B. Share both Folder A and Folder B with the sales users" records in Pardot.
C. Add the Pardot Category Score related list to the lead and contact page layouts in Salesforce.
D. Assign the Pardot Category Scoring permission set to the sales user's profile in Salesforce.

Correct Answer: C
Section:

QUESTION 114
LenoxSoft wants to automatically nurture prospects who complete any of their white paper forms.
There is a particular form for a high-value white paper. They want to ensure prospects who complete this form are sent down a particular path in the nurture program.
How should this be set up?

A. Add completion actions to the form: add to list and assign to user > add the list as the recipient list in an engagement program > add a step checking for the Salesforce campaign membership related to the white paper
B. Add completion actions to the form: add to list and add tag > add the list as the recipient list in an engagement program > add a step checking for if the prospect has the tag related to the white paper download
C. Add completion actions to the form: add to list and add to Salesforce campaign > add the list as the recipient list in an engagement program > add a step checking if the prospect downloaded the white paper file

successfully6

Correct Answer: B
Section:

QUESTION 115
The LenoxSoft sales team has received an influx of leads from the Product Interest form. Many of the leads are not located in the United States. LenoxSoft only sells to customers in the United States so the sales team has requested that these inbound leads get qualified based on country before being assigned.
How should they ensure only qualified prospects who submit the form are sent to the sales team as new leads?

A. Add a completion action to the Product Interest form to assign prospects, then have sales users delete those not in the United States.
B. Create an automation rule set to match all with the criteria of Product Interest form completed and Country field equal to United States with an action to assign prospects.
C. Add a completion action to the Product Interest form to assign prospects only if their Country field isU nited States.
D. Create an automation rule set to match any with the criteria of Product Interest form completed and Country field equal to United States with an action to assign prospects.

Correct Answer: B
Section:

QUESTION 116
Marketing is under pressure to provide their sales team with more leads. A Pardot administrator is looking at the Pipeline Dashboard Report in the B2B Marketing Analytics App and notices an extremely high number of prospects compared to Marketing Qualified Leads (MQLs).
Which two steps should increase the number of qualified leads being passed to sales?
Choose 2 answers

A. Improve prospect data by adding fields to existing forms and making them required.
B. Increase their scoring threshold to give the Sales team the most qualified leads.
C. Improve lead qualification efficiency by using automation rules for prospect assignment.
D. Increase gated content on the website to provide more scoring opportunities.

Correct Answer: C, D
Section:

QUESTION 117
LenoxSoft has very specific lead qualification criteria that must be met before assigning prospects to a sales rep:
• The prospects must be located in Georgia or Florida.
• The prospects must submit their "Request a Demo" form.
When this criteria is met, they want to automatically assign the prospects to a sales rep. "State" is a required field on the "Request a Demo" form.
How should LenoxSoft automate assigning these leads?

A. Create a completion action on the "Request a Demo" form with the action to assign to user.
B. Add a completion action on the form to notify Admin, who manually assigns the prospect.
C. Export the form submission report and import, assigning to the correct user upon import.
D. Run an automation rule to assign based on the "Request a Demo" submission and State field.

Correct Answer: D
Section:

QUESTION 118

LenoxSoft wants to view only opportunities within a certain fiscal year on the Pipeline Dashboard using B2B Marketing Analytics.
How could this be accomplished?

A. Develop a new lens that includes only data from the fiscal year.
B. Use the 'fiscal year' filter on the Pipeline Dashboard.
C. Create a custom dataset using only data from the fiscal year.
D. Apply the "tag" filter on the Pipeline Dashboard using the fiscal year.

Correct Answer: D
Section:

QUESTION 119
A customer does not feel that campaign influence reporting fully captures their marketing attribution since they do not market only to the contacts related to their opportunity records.
What feature should a consultant recommend to uncover additional marketing attribution?

A. Primary - Campaign Source Attribution
B. Einstein Attribution
C. Account-to-Opportunity Matching
D. First Touch Model

Correct Answer: C
Section:

QUESTION 120
A marketing team is rolling out several pieces of content that will qualify leads as sales-ready and then gated behind Pardot forms. They want to be able to filter tables in Pardot by a prospect's interaction with each piece of content.
What strategy would allow the team to do this?

A. Build dynamic lists respectively based off of those form submissions.
B. Add a form completion action to add prospects to the right Salesforce campaign.
C. Track downloads in the form reports and build different lists for all submissions.
D. Add a form completion action to apply a tag with the name of the piece of content.

Correct Answer: D
Section:

QUESTION 121
LenoxSoft has been using Pardot and Salesforce for one year and have enabled Einstein Behavior Scoring.
What guidance should the system administrator give to the LenoxSoft sales team so they can gain context into why their prospects are being scored the way they are?

A. To always book a follow up call with prospects and record notes from the call in the Pardot Notes field for future review.
B. To access the B2B Marketing Analytics app so they can look through the campaigns that the prospects have engaged with over the last year.
C. To read the behavior score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.
D. To read the lead score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.

Correct Answer: D
Section:

QUESTION 122
LenoxSoft wants to foster a closer relationship between customers and their customer success team.
Each customer account is owned by a LenoxSoft success team member, who should be the sender of all Pardot emails sent to any contacts at that account.
Which setting would make the Pardot email send from the appropriate success team member?

A. Set the sender of the email as a specific user.
B. Set the sender of the email as a custom CRM user.
C. Set the sender of the email as the account owner.
D. Set the sender of the email as the assigned owner.

Correct Answer: C
Section:

QUESTION 123
LenoxSoft offers two distinct product lines, each with its own sales team.
Based on prospect activity, what is the recommended way to provide each sales team with relevant prospect interest in each product line?

A. Create emails with links to whitepapers for each product line and create completion action to increase the prospect's score by 10 for one product line and 20 for the other.
B. Create scoring categories for each product line that calculates points based on the prospect's interaction with marketing assets related to those product lines.
C. Create completion actions on every asset to tag prospects based on the product line they are interested in, filtering the score report by that tag.
D. Create page actions on each product line's web pages to notify users and increase score when prospects visit each product line's section of the website.

Correct Answer: D
Section:

QUESTION 124
A company uses multiple Pardot business units and wants to set up B2B Marketing Analytics.
What is considered true about using B2BMA with business units?

A. The app will create unique datasets for each business unit.
B. There is an option to create a unique app for each business unit or one joined app for all business units.
C. Each business unit can only have one associated B2B Marketing Analytics app.
D. Each dashboard will have an option to filter by business unit.

Correct Answer: C
Section:

QUESTION 125
LenoxSoft is setting up a brand new Pardot business unit. They have identified a set of five users in Salesforce who will need to have Administrator roles in Pardot.
What should they do to provide these users access to Pardot?

A. Change each user's profile in Salesforce to the System Administrator role, which will create them as Administrator users in Pardot.
B. Provide each user with a unique activation link to create their own Administrator user records in Pardot.
C. Import the users into Pardot and select the Administrator role on their Pardot user records.
D. Add users to the Marketing Users group from Marketing Setup in Salesforce and map their user profiles to the Administrator roles.

Correct Answer: C

Section:

QUESTION 126
A customer is placing Pardot tracking code on their website and doesn't understand how first-party tracking differs from third-party tracking.
How would a consultant explain the difference?

A. First-party tracking is not an option in Pardot, while third-party tracking is.
B. First-party tracking is domain-based while third-party tracking is campaign-based.
C. First-party tracking tracks prospects across different website domains, while third-party tracking does not.
D. First-party tracking does not use cookies, while third-party tracking does.

Correct Answer: C
Section:

QUESTION 127
LenoxSoft has a Product Interest form where prospects can select a field value for which product lines they are interested in. The company wants that form field to automatically add prospects to a list for the product line they are interested in. If they select "Product Line A," it will add them to the "Product Line A" list. If the prospect field value doesn't contain "Product Line A," they would also like them to be removed from the list.
Which automation tool in Pardot should be used?

A. Dynamic list
B. Completion action
C. Automation rule
D. Segmentation rule

Correct Answer: A
Section:

QUESTION 128
LenoxSoft is using a repeating Engagement Studio program to send prospects who complete a specific form a series of emails, increase the prospect score when the emails are engaged with, and notify an assigned user if the call to action in the email is completed. Prospects should only repeat the program when the form is completed again.
How should LenoxSoft add the prospects?

A. By using a static list on the form's completion action that is used as the recipient list on the program, then remove prospects from the static list before every end step in the program.
B. By using an automation rule to add prospects to a static list based on the form being completed, then use that list as the recipient list on the program.
C. By creating a dynamic list based on the form being completed and use that list as the distribution list on the program.
D. By using a static list on the form's completion action, then start the program with a "Form Completed" trigger so only prospects who completed the form will get the follow up actions.

Correct Answer: C
Section:

QUESTION 129
Choose 2 answers

A. Account-based marketing completely replaces broad-based marketing.
B. Account-based marketing is only a good fit for certain industries.
C. Account-based marketing can be implemented in stages.
D. Account-based marketing personalizes experiences for prospects.

Correct Answer: C, D
Section:

QUESTION 130
The sales team has identified a group of leads who would be a good fit to purchase, but are not yet ready to do so.
What should the marketing team do with these leads until they are ready to purchase?

A. Add the prospects to a suppression list to keep them from receiving marketing emails until they are ready to purchase.
B. Reset the prospect's score to 0 and reassign to sales once they submit a form to show interest.
C. Send the prospects a monthly newsletter with product demos or free trial offers.
D. Create an engagement program to send educational content and notify sales if they engage.

Correct Answer: A
Section:

QUESTION 131
LenoxSoft uses Salesforce Campaigns and wants to make sure their reports reflect engagement driven by Pardot marketing efforts as well as Salesforce driven activity on the campaign.
Which features should they enable and utilize?

A. Connected Campaigns and Campaign Influence
B. Salesforce User Sync and Campaign Influence
C. Connected Campaigns and Engagement Studio
D. Campaign Influence and Marketing Data Sharing

Correct Answer: A
Section:

QUESTION 132
Which two actions could a user take when importing prospects into Pardot?
Choose 2 answers

A. Assign prospects to an existing user
B. Create new custom fields and populate field values
C. Permanently delete prospects
D. Undelete matching prospects from the Recycle Bin

Correct Answer: A, D
Section:

QUESTION 133
LenoxSoft wants to assign all new leads coming through their "Request a Demo" form and immediately notify the sales team to follow up via phone call within 3 days.
Which assignment workflow would meet these requirements?

A. Add form completion actions to first assign to the user and then to create a Salesforce task.
B. Add form completion actions to first assign to the assigned user and then to notify the user.
C. Add form completion actions to add to the engagement studio program and notify the assigned user.
D. Add form completion actions to send customized email with a call reminder to the sales user.

Correct Answer: A
Section:

QUESTION 134
LenoxSoft's marketing team wants to use one repeating program to continually nurture cold and unengaged leads, but wants the content for the emails sent through the program to be tailored based on how many times the prospect has entered the program.
They have decided to create a custom field called "Repeated Engagement" and increment that field by +1 each time a prospect enters the program.
Using this method, how should the team meet this need?

A. Create an automation rule that adds prospects to static lists to feed new programs after each entry.
B. Create dynamic content based on the "Repeated Engagement" field for use in the emails sent in the program.
C. Use rule steps to send prospects down unique paths in the program based on the "Repeated Engagement" field value.
D. Use the "Repeated Engagement" field to both suppress prospects from the original program and add them to new programs.

Correct Answer: B
Section:

QUESTION 135
What three features in Pardot can utilize Handlebars Merge Language (HML) merge fields?
Choose 3 answers

A. User Notifications
B. Social Posts
C. Dynamic Content
D. User Signatures
E. Email Templates

Correct Answer: C, D, E
Section:

QUESTION 136
A Salesforce Engage user is on their way to a customer offsite. The user just had a conference call on their smartphone and closed a new customer.
How could the sales rep remotely and immediately begin the onboarding nurture process for this new customer?

A. Use the Salesforce Mobile App "Send an Email" button.
B. Use the Salesforce "Send Pardot Email" button.
C. Use the Salesforce "Add to Nurture" button.
D. Use the Salesforce Mobile App "Add to Nurture" button.

Correct Answer: C
Section:

QUESTION 137
LenoxSoft noticed they are getting a much higher unsubscribe rate and suspect it is due to bot activity.
What should a consultant recommend to help prevent automatic unsubscribes from email scanners?

A. Enable two-click unsubscribe in Pardot.

B. Move the unsubscribe link to the header of the email instead of the footer.
C. Immediately send prospects the resubscribe email template.
D. Apply a <blockquote> tag to the unsubscribe link so scanners ignore it.

Correct Answer: B
Section:

QUESTION 138
"LenoxSoft is releasing a critical system change that requires their customers to take action in order to avoid service interruption.
How could they communicate this to all Pardot prospects?

A. Send an automated operational email to all prospects.
B. Send Engage emails to all prospect who are opted in.
C. Send a list email to all prospects who are opted in.
D. Send an operational email to all prospects.

Correct Answer: D
Section:

QUESTION 139
"LenoxSoft's marketing team developed a cross-selling engagement studio program for customers who have 1 or more of their products. They want to empower sales users who have Salesforce Engage licenses to make sure their contacts are included in the program.
What is the best way to allow sales to accomplish this?

A. Add contacts to the program's Campaign as campaign members.
B. Export contacts from Salesforce and import them into Pardot.
C. Use the Add to List completion action on forms.
D. Use the Add to Nurture action on page layouts.

Correct Answer: A
Section:

QUESTION 140
"LenoxSoft wants to implement an ongoing targeted marketing effort focused on prospects in the high tech industry, with a score over 200, and a grade higher than a B. If a prospect matches this criteria, they want to send a series of emails, add to a list, and notify the assigned sales representative.
What Pardot feature should be used to accomplish this marketing effort?

A. Create an automation rule with rules to segment the prospects and actions send the emails
B. Create a list using a segmentation rule, then use completion actions on a form for the actions
C. Create a static list to segment the prospects, and then schedule email list sends with completion actions
D. Create a complex rule in Engagement Studio to segment the prospects, followed by a series of action steps "

Correct Answer: D
Section:

QUESTION 141
"LenoxSoft is migrating prospect records from an external system into Pardot. In this external system, each prospect has 50 custom fields.

They are trying to decide which fields to recreate in Pardot before importing in the records.
What are two ways they should decide which fields to recreate in Pardot?
Choose 2 answers

A. Filter existing prospect records to see which custom fields have the most data.
B. Review existing forms and landing pages to understand what data needs to be collected.
C. Ask their accounting team to review and select the five most helpful fields.
D. Pull a report of the data they intend to use for segmentation purposes.

Correct Answer: B, D
Section:

QUESTION 142
"LenoxSoft wants to send an email to existing customers about a new product offering and will be using Handlebars Merge Language (HML) merge fields to personalize the email content. They are concerned some of the recipient prospect records may not have all of the fields populated that will be used to personalize the content.
What two options could be implemented to prevent empty field values from appearing in the email?
Choose 2 answers

A. Define default mail merge values for fields
B. Use HML conditional logic statements
C. Use HML merge field modifiers
D. Define page actions to replace field values

Correct Answer: D
Section: