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NEW QUESTION: 1
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. Apply the "tag" filter on the Pipeline Dashboard using 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. Develop a new lens that includes only data from the fiscal year.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 2
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 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.
D. 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.
Answer: C (LEAVE A REPLY)

NEW QUESTION: 3

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 a segmentation rule.
B. Send using the form's completion actions.
C. Send using an automation rule
D. Use a dynamic list to use as a recipient list on an email send.
Answer: B ([LEAVE A REPLY]())

NEW QUESTION: 4
LenoxSoft is introducing a new product this summer, and the VP of Sales wants Marketing to automatically nurture the prospect if they show interest in the new product. There is no new gated content developed yet, only some blog posts and web pages about it.
What approach should the Marketing team use to resolve this?
A. Set up scoring categories > create page actions associated with the scoring category > create a dynamic list with criteria "prospect score in scoring category greater than 0" > set the list as the recipient list of an engagement program
B. Set up scoring categories > create custom redirects associated with the scoring category > set completion actions to tag prospect > create an automation rule with criteria "prospect has tag new-product" to send an autoresponder email
C. Set up scoring categories > put the web pages into folders in Pardot > set up custom redirects for the web pages > add completion actions to the custom redirects to add to list > set the list as the recipient list of an engagement program
D. Set up scoring categories > copy the web pages to Pardot landing pages > put landing pages into Pardot folders > create automation rule with criteria "prospect score in scoring category greater than 1" to send an autoresponder email
Answer: A ([LEAVE A REPLY]())

NEW QUESTION: 5
A customer has a CSV file of existing leads and contacts they want to import into Pardot as new prospects.
Their Salesforce org contains duplicate leads and contacts with the same email address.
They want to make sure the newly created prospects in Pardot are linked to specific lead and contact records in Salesforce. Their Pardot account allows multiple prospects with the same email address.
What import method should be recommended?
A. Match records by CRM ID
B. Q Match records by email address
C. Match records by Account ID
D. Match records by fuzzy match rules
Answer: A ([LEAVE A REPLY]())

NEW QUESTION: 6
One of LenoxSoft's goals is to effectively use engagement studio programs to continuously reengage cold leads until they become active. To do so, the marketing team needs to build a list of cold prospects.
What is the optimal use case to segment these prospects?
A. Run an Automation rule where the criteria is " Prospect Time Last activity Days ago is greater than 90 day."
B. Run a Segmentation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 days".
C. Run a Dynamic List where the criteria is "Prospect Time Created Days ago is greater than 90".
D. Run a Dynamic List where the criteria is "Prospect Time Last activity Days ago is greater than 90".
Answer: C (LEAVE A REPLY)

NEW QUESTION: 7
What is essential to setup when you are implementing Pardot for the first time? [Choose three answers]
A. Choose which sender IP to use
B. Setup DNS for each used domain and validate the connection
C. Create and add a tracking code to the website
D. Setup tracker subdomain and validate it
Answer: B,C,D (LEAVE A REPLY)

NEW QUESTION: 8
Which objects are synched between Pardot and Salesforce? [Choose two answers]
A. Case
B. Account
C. Opportunity
D. Order
Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 9
Recommend a model to route qualified and unqualified leads across the business. Place in order from most qualified to least qualified lead.
A: Low Grade | Low Score
B: High Grade | Low Score
C: High Grade | High Score
D: Low Grade | High Score
A. ABDC
B. CBDA

C. CDBA
D. CDAB
Answer: C (LEAVE A REPLY)

NEW QUESTION: 10
Lenoxsoft uses their existing email sending platform to send a monthly promotional email to subscribers on the 15th of each month. They are beginning their Pardot implementation on the 5th and must send the email on time. They have asked to focus on the minimum setup in Pardot in order to meet their email send deadline.
Based on the above constraints, what should the Consultant determine to be the first steps in Pardot?
A. Implement Pardot tracking code, set up email authentication, and create page actions for website views.
B. Create a folder structure, import, and map sales users, and transfer email templates into Pardot.
C. Set up a Pardot campaign, import necessary subscriber lists, and transfer email templates to Pardot.
D. Set up email authentication, import necessary subscriber lists, and transfer email templates into Pardot.
Answer: D (LEAVE A REPLY)

NEW QUESTION: 11
LenoxSoft wants to evenly assign prospects to their Sales team that meets either set of qualification criteria: Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater than C+ and score is greater than 150. What ways would you recommend in this scenario?
A. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin
B. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
C. Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
D. Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
Answer: D (LEAVE A REPLY)

NEW QUESTION: 12

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 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

B. 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

C. 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

D. Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if::
Add to List

Answer: A (LEAVE A REPLY)

NEW QUESTION: 13

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. Completion action and dynamic list

B. Automation rule and completion action
C. Segmentation rule and completion action
D. Dynamic list and automation rule
Answer: B (LEAVE A REPLY)

NEW QUESTION: 14
LenoxSoft is moving their forms from an external vendor into Pardot. The forms contain both default and custom fields. They want the forms to be hosted by Pardot for tracking purposes, but want to retain the same look and feel.
Which two actions should be taken to achieve this?
Choose 2 answers
A. Import the list of custom fields used on their forms to create the fields in Pardot.
B. Create the existing form links as custom redirects in Pardot for tracking.
C. Migrate the HTML and CSS of the current form into a new Pardot layout template.
D. Create the custom fields needed for the forms individually in Pardot.
Answer: C,D (LEAVE A REPLY)
https://help.salesforce.com/articleView?id=sf.pardot_automation_page_actions.htm&type=5

NEW QUESTION: 15
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. Test List
B. Static or Dynamic list
C. Dynamic List
D. Static List
Answer: (SHOW ANSWER)

NEW QUESTION: 16
While reviewing the Velocity section of the Pipeline Report in the B2B Marketing Analytics App, a Pardot administrator notices that it is taking prospects an average of 30 days to get from the Visitor stage to the Prospect stage. The admin wants to decrease this to 15 days.
What next steps should decrease the transition time?
A. Improve lead qualification efficiency by using automation rules to pass leads over to Sales.
B. Create lead nurturing programs to help the Sales team nurture leads until their deals close.
C. Refine scoring and grading models to only give the Sales team the most qualified leads.
D. Offer more conversion points for visitors such as Pardot forms and landing pages.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 17

A customer has a CSV file of existing leads and contacts they want to import into Pardot as new prospects. Their Salesforce org contains duplicate leads and contacts with the same email address. They want to make sure the newly created prospects in Pardot are linked to specific lead and contact records in Salesforce. Their Pardot account allows multiple prospects with the same email address.

What import method should be recommended?

A. Match records by fuzzy match rules

B. Match records by CRM ID

C. Q Match records by email address

D. Match records by Account ID

Answer: B (LEAVE A REPLY)

NEW QUESTION: 18

"How could the prospect field 'Pardot Hard Bounce' be updated so a prospect becomes mailable?

A. Update the "Opt Out" field on the prospect record

B. Change the email address to a valid email address

C. Clear the "Do Not Email" field on the prospect record

D. Remove the value in the 'Pardot Hard Bounce' field

Answer: (SHOW ANSWER)

NEW QUESTION: 19

What access should sales and marketing users have to access embedded analytics dashboards?

A. Pardot Administrator user role and the Pardot Permission set assigned

B. Pardot Permission Set and "View Reports" Pardot user permission

C. Pardot user connected to a Salesforce user through User Sync

D. The "Analytics View Only Embedded App" permission set license

Answer: D (LEAVE A REPLY)

NEW QUESTION: 20

LenoxSoft finds that prospects are unsubscribing from emails, but they wants to make sure the prospects are intending to unsubscribe from all emails and it isn't a mistake.

What should be implemented?

A. Set up a Pardot template for the automated resubscribe feature to have an email sent to allow opted out prospects to opt back in.

B. Opting out a prospect is irreversible. A solution to confirm the opt out or opt prospects back in cannot be implemented.

C. Create a completion action to assign a task to the Assigned User to make a phone call to ensure the prospect intended to unsubscribe.

D. Opt prospects back in only if they have interacted with other marketing content and have a Pardot score greater than 10 using an automation rule.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 21

LenoxSoft is considering moving from a shared IP address to a dedicated IP address.

What requirement would support advising them to move to a dedicated IP?

A. LenoxSoft creating 20 new Engagement Programs

B. LenoxSoft sending more than 100,000 emails a month

C. LenoxSoft's database growing by 500,000 prospects

D. LenoxSoft sending a quarterly emails to 100,000 prospects

Answer: (SHOW ANSWER)

NEW QUESTION: 22

Select available Social Posting Connectors

A. Twitter

B. LinkedIn

C. Facebook

D. Zone

E. Instagram

F. Tumblr

G. WhatsApp

Answer: A,B,C (LEAVE A REPLY)

NEW QUESTION: 23

Which are true about Salesforce Engage

A. You can use Salesforce Engage with Gmail by downloading an extension

B. Salesforce Engage is an app mainly for Sales to stay up to date with Prospect actions

C. Before you can set up Salesforce Engage, you must have a verified Salesforce-Pardot connector
D. You can download Salesforce Engage App on your desktop or phone (Mac,Windows)
E. Salesforce Engage is not supported for Salesforce sandbox accounts
Answer: A,B,C,D,E (LEAVE A REPLY)

NEW QUESTION: 24
LenoxSoft wants to implement a form to be used in multiple places on their website, including their "Contact Us" page, for prospects to contact their team. To align with their lead generation strategy, they want to ask for additional information upon subsequent form submissions.
How should this be implemented with Pardot?
A. Create a Pardot-hosted form and host it on a separate "Contact Us" landing page.
B. Create a Pardot-hosted form and place it on the website using an iframe.
C. Create a form handler and enable data kiosk entry mode.
D. Create a form handler to link to an existing form on the website.
Answer: C (LEAVE A REPLY)
https://help.salesforce.com/articleView?id=pardot_forms_kiosk_mode.htm&type=0

NEW QUESTION: 25
LenoxSoft's Salesforce org uses various record types for their business units. LenoxSoft wants all new data collected in Pardot to quickly be created in Salesforce with a single, specific record type. Which set of actions would ensure this behavior?
A. Manually assign all prospects in Pardot and verify the Salesforce connector
B. Create an Engagement Program in Pardot and verify the Salesforce connector.
C. Regularly export data from Pardot and data load file into Salesforce
D. Automatically assign all prospects in Pardot and review the Salesforce Connector user's permissions.
Answer: D (LEAVE A REPLY)

NEW QUESTION: 26
"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 a list email to all prospects who are opted in.
B. Send an automated operational email to all prospects.
C. Send Engage emails to all prospect who are opted in.
D. Send an operational email to all prospects.
Answer: D (LEAVE A REPLY)

NEW QUESTION: 27

The LenoxSoft sales and marketing teams are looking for more insights into which leads are most likely to buy based off of their engagements.
What feature should be recommended?
A. Pardot Grade field
B. Einstein Behavior Score
C. Einstein Lead Score
D. Pardot Score field
Answer: (SHOW ANSWER)
https://help.salesforce.com/articleView?id=sf.pardot_einstein_behavior_scoring.htm&type=5

NEW QUESTION: 28
Select available Webinar Connectors
A. GoToWebinar
B. ClickMeeting
C. Webex
D. ReadyTalk
E. WebinarJam
F. Demio
Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 29
LenoxSoft wants to give users from their sales and marketing teams the power to explore and visualize important data by using the Engagement History Embedded Dashboard.
Which two steps should be completed so their users can begin exploring Pardot engagement data on the Salesforce campaign and Account records?
Choose 2 answers
A. Create a custom Salesforce dashboard using both standard and custom Salesforce reports for each team.
B. Place the Embedded Engagement History Dashboards on the desired object page layout using the Lightning App Builder.
C. Have each team member log in and reference the dashboard in the Analytics Studio app.
D. Assign the Analytics View Only Embedded App permission set to each user who wants to see the dashboard.
Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 30
LenoxSoft uses a Salesforce web-to-lead form on their website for their Contact Us form. They want to integrate this form with Pardot and the following requirements:
* Avoid duplicates in both Pardot and Salesforce.

* Segment prospects based on form views and submissions.
Which lead generation strategy would answer both pre-requisites?
A. Replace with a Pardot form
B. Set up a form handler
C. Use another third-party form
D. Maintain the current form
Answer: A (LEAVE A REPLY)

NEW QUESTION: 31
Which actions can be achieved with completion actions? [Choose three answers]
A. Set profile
B. Assign to queue
C. Notify account owner
D. Increment prospect field value
Answer: A,B,D (LEAVE A REPLY)

NEW QUESTION: 32
LenoxSoft offers a range of products and each product has a unique website with a custom domain. They want to build landing pages in Pardot for upcoming webinars that appear to have a webpage URL that appropriately coordinates with the featured product.
What should be done to ensure each landing page URL looks like it is a part of the unique product website?
A. Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.
B. Create a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.
C. Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page.
D. Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.
Answer: D (LEAVE A REPLY)

NEW QUESTION: 33

LenoxSoft has a requirement to provide visitors to their website a consistent transition between their own hosted, branded web assets and LenoxSoft Pardot forms and assets. What should be implemented to meet this requirement?

A. IP allowlist

B. Tracker domain

C. Custom redirects

D. Page actions

Answer: B (LEAVE A REPLY)

https://help.salesforce.com/articleView?id=sf.pardot_admin_tracker_domain_parent.htm&type=5

NEW QUESTION: 34

LenoxSoft operates in both North America and Europe and has separate Pardot Business Units (PBUs) for each country within each region. The Chief Marketing Officer who oversees both regions wants to ensure that the assets are as personalized as possible to their respective country.

What could LenoxSoft marketers create for each region to meet this requirement?

A. A tracker domain that is not specific to any given region or country and apply it to the assets used in both the European and North American BUs.

B. A tracker domain specific to the European region and an additional tracker domain specific to the North American region.

C. Assets that adhere to GDPR best practices in the European BUs and CAN-SPAM best practices in the North American BUs.

D. Multiple tracker domains within each BU that are country specific. Apply country relative tracker domains to assets delivered in each country.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 35

What is true about A/B testing? [Choose two answers]

A. You can only do A/B testing on list emails.

B. You can disable A/B testing before and after email sent.

C. When you turn off A/B testing you will have to choose which version to keep.

D. It is recommended to test at least 5 different elements in your A/B tests.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 36

LenoxSoft has a "Demo Request" landing page that is getting a lot of views, but not very many submissions. The marketing manager has the following requirements:

* Receive a notification when prospects view the page, but do not submit to see if they can retarget.
* Receive one notification per prospect.
How should a consultant accomplish this in Pardot?
A. Dynamic list of all prospects who have viewed the landing page > Completion action on the form to remove prospects from the list upon form submission > User monitors list.
B. Completion action on the form to tag "Submitted" > Automation rule to notify user with criteria of "Demo Request" landing page was viewed and tag isn't "Submitted".
C. Page action on the landing page to notify user upon view and add to list > Automation rule to remove from same list when form is submitted and notify user again.
D. Dynamic list of all prospects who have submitted the form > Dynamic list of all prospects who have viewed landing page > User exports both lists and compares.
Answer: (SHOW ANSWER)

NEW QUESTION: 37
LenoxSoft wants a custom user role in Pardot that will allow a user to perform imports, but not to configure fields. In order to create this custom user role, they will copy an existing default user role that already has these permissions.
Which default user role should be copied in order to maintain these permissions?
A. Sales
B. Marketing
C. Administrator
D. Sales Manager
Answer: B (LEAVE A REPLY)
Explanation
https://help.salesforce.com/articleView?id=sf.pardot_default_user_roles.htm&type=5

NEW QUESTION: 38
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.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 39
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 ANY overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > contains >Vice President; VP
B. 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
C. Match ALL overall logic: Prospect List > Isn't > suppression List A; B; C; D Prospect default field > Title > contains > Vice President; VP
D. Match ALL overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > IS >Vice President
Answer: B (LEAVE A REPLY)

NEW QUESTION: 40
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 "Renewed" add action as notify assigned user
B. Build dynamic list add criteria as Contact as blank add action as notify assigned user
C. Build dynamic list add criteria as Contact as "Renewed" add action as notify assigned user
D. Build automation rules add criteria as Contact as blank add action as notify assigned user

Answer: B (LEAVE A REPLY)

NEW QUESTION: 41

What type of Pardot field should you sync Salesforce Phone field

A. Phone

B. You can't do this

C. Text

D. Number

Answer: C (LEAVE A REPLY)

NEW QUESTION: 42

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 account fields to Pardot and map to Salesforce

B. Import and merge existing records from all systems to Pardot

C. Add custom prospect fields to Pardot and map to Salesforce.

D. Import and merge existing records from all systems to Salesforce

Answer: D (LEAVE A REPLY)

NEW QUESTION: 43

You are creating a new series of pay per click ads and want to track where a prospect originates when they arrive at your website. How would you set this up?

A. Create a custom redirect for each pay per ad click and and select a Pardot campaign for each custom redirect

B. Create a custom redirect for each pay per click ad and use an automation rule to add the prospects to a list

C. Create a Pardot campaign for each pay per click ad and place the tracking code on the landing page

D. Create a custom redirect for each pay per click ad and use a completion action to add the prospects to a list

Answer: (SHOW ANSWER)

NEW QUESTION: 44

LenoxSoft has a large database of leads and contacts in Salesforce. These leads and contacts contain information stored in custom fields. They have not imported these leads or contacts into Pardot or set up any custom fields in Pardot.

What should their first step in Pardot?

A. Import .CSV file containing custom field data into Pardot.

B. Manually create and map custom fields in Pardot.
C. Import leads and contacts from Salesforce into Pardot.
D. Enable custom field creation via the Salesforce Connector.
Answer: B ([LEAVE A REPLY](#))
https://help.salesforce.com/articleView?id=sf.pardot_fields_create_custom_field.htm&type=5

NEW QUESTION: 45
LenoxSoft wants to optimize asset usage while discovering new audiences. What tool should they use?
A. Einstein Lead Score
B. Einstein Campaign Insights
C. Pardot Business Units
D. Einstein Behavior Scoring
Answer: ([SHOW ANSWER](#))
Explanation
https://help.salesforce.com/articleView?id=sf.pardot_einstein_campaign_insights.htm&type=5

NEW QUESTION: 46
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
Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 47
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 prospects, form submission and email open rate reports month over month
C. Monitor no of visitors, form conversion and email click-through rate reports month over month
D. Monitor no of prospects, social post enagements and paid search reports month over month
Answer: A (LEAVE A REPLY)

NEW QUESTION: 48
Do hard bounces need to be removed from lists
A. True
B. False
Answer: (SHOW ANSWER)

NEW QUESTION: 49
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 dynamic content based on the "Repeated Engagement" field for use in the emails sent in the program.
B. Use the "Repeated Engagement" field to both suppress prospects from the original program and add them to new programs.
C. Use rule steps to send prospects down unique paths in the program based on the "Repeated Engagement" field value.
D. Create an automation rule that adds prospects to static lists to feed new programs after each entry.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 50
Select available User Roles
A. Administrator
B. Sales Manager
C. Sales
D. CD Marketing
E. Sales User
F. Marketing Manager

Answer: A,B,C,D (LEAVE A REPLY)

NEW QUESTION: 51

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

A. You can base variations on Scoring Categories

B. You can add up to 25 variations of content

C. You can add dynamic content to web pages

D. You can use dynamic content in subject lines

Answer: B,C,D (LEAVE A REPLY)

NEW QUESTION: 52

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 Page Action set to Tag prospects as having viewed it and add them to a list.

C. Create a Dynamic List based on page view to segment automatically

D. Create a special campaign to track pricing page views.

Answer: (SHOW ANSWER)

NEW QUESTION: 53

A Pardot administrator wants to enable the Engage Sales Tools page in Salesforce. Which two resources are available via this page in Salesforce? Choose 2 answers to set Engage

A. A link to assign licenses and permission sets

B. Campaign send limits

C. A link to Salesforce Engage training resources

D. A link to download Engage Alerts for Mac

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 54

The LenoxSoft marketing team compiled a spreadsheet of all attendees who visited their tradeshow booth at a recent event in Chicago. They realize not everyone at the event may be interested in their product so they create new leads in Salesforce for individuals who have submitted an interest form on their website in addition to attending the event.
All new leads from the event should be evenly distributed to their Chicago Sales User Group.
What would be the optimal sequence to meet these requirements?

A. Run an automation rule for each user in the Chicago Sales User Group to "Assign prospect to user" based on the criteria "Prospect form :: -Any- :: Was completed successfully" AND "Prospect List :: is member of :: Chicago Event" > Import prospects and add them to the "Chicago Event" list

B. Run an automation rule to "Assign prospect to user in group" based on the criteria "Pardot form :: - Any- :: was completed successfully" AND "Prospect Event :: is :: Chicago Event" > Import prospects and add them to the "Chicago Event" list
C. . A Import prospects and add to "Chicago Event" list > Run an automation rule to "Assign prospect to user in group" based on the criteria "Pardot form :: -Any- :: Was completed successfully" AND
"Prospect List :: is member of :: Chicago Event"
Answer: (SHOW ANSWER)

NEW QUESTION: 55
What would an Administrator set up to have a document automatically download after a successful form completion?
A. 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."
B. 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.
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. Include a link to the content in the Thank You Content of the form.
Answer: C (LEAVE A REPLY)

NEW QUESTION: 56
When integrating Pardot Ultimate edition with Salesforce custom objects, what are two key attributes to ensure seamless custom object integration? Select 2
A. Customized 'Display in Table' values when configuring fields
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. Lead, Contact or Account record added as a Related Object to the Salesforce custom object
Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 57
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. 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.
B. Add a completion action to the Product Interest form to assign prospects, then have sales users delete those not in the United States.
C. 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.
D. Add a completion action to the Product Interest form to assign prospects only if their Country field is United States.
Answer: (SHOW ANSWER)

NEW QUESTION: 58
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. Reset the prospect's score to 0 and reassign to sales once they submit a form to show interest.
B. Create an engagement program to send educational content and notify sales if they engage.
C. Add the prospects to a suppression list to keep them from receiving marketing emails until they are ready to purchase.
D. Send the prospects a monthly newsletter with product demos or free trial offers.
Answer: C (LEAVE A REPLY)

NEW QUESTION: 59
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, then start the program with a "Form Completed" trigger so only prospects who completed the form will get the follow up actions.
B. 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.
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 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.
Answer: C (LEAVE A REPLY)

NEW QUESTION: 60
Select available Webinar Scoring Rules
A. Webinar Invited
B. Webinar Refusal
C. Webinar Attended
D. Webinar Registered
Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 61
A Pardot customer uses a lot of landing pages for their lead generation strategy. They are creating a layout template and importing in HTML from their website to customize the look and feel of their landing pages. When placing a Pardot form on their Pardot landing page using this layout template, the form doesn't appear.
What could be the issue?
A. The %%content%% variable tag in the layout template code was missing.
B. The same layout template on both the form and the landing page was not used.
C. The form HTML embed code in the layout template code was not used.
D. The landing page on a browser with the cookies cleared was not tested.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 62
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. Run a permissions pass on the purchased lists to get permission quickly before sending them a marketing email.
B. Recommend that it is okay to send to purchased lists in Pardot.
C. Have LenoxSoft split their purchased list into multiple sends so as to not affect the IP's reputation.
D. Recommend that they must receive explicit permission from those prospects on the purchased list before they can upload that prospect list into Pardot.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 63

Administrators can reset passwords for users

A. False

B. True

Answer: (SHOW ANSWER)

NEW QUESTION: 64

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

A. Completion actions only execute for prospects. They will not affect visitors.

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

C. Completion actions can be criteria based.

D. Completion actions will not execute for image files.

Answer: (SHOW ANSWER)

NEW QUESTION: 65

Lenoxsoft needs to sync their Salesforce custom objects to Pardot prospects in order to run an automation rule.

What is the first step in the process of setting up custom object syncing between the two systems?

A. Create the Pardot custom object on the prospect level before the prospect Account level

B. Configure the Salesforce custom object to relate to th< account, lead, or contact

C. Adjust the sync behavior on the pardot custom object to use the Salesforce value

D. Perform a full Pardot database sync, prior to creating the Salesforce custom object

Answer: B (LEAVE A REPLY)

NEW QUESTION: 66

LenoxSoft dispatches service technicians to customer locations when their hardware is malfunctioning. After a service call, a customer service satisfaction rating is recorded and stored on the Case object in Salesforce. The LenoxSoft marketing team would like to use a high (>8) rating to classify a prospect as "Satisfied." Satisfied customers need to be automatically added to a specific engagement program for future up-selling.

What process would accomplish this in Pardot?

A. Lookup field to copy the satisfaction rating from cases to contacts and map that field to Pardot prospects > Dynamic list where prospects match when the prospect has a satisfaction rating over 8 > Use the dynamic list as the recipient list on an engagement program

B. Pardot custom object mapped to the Case object > Dynamic list where prospects match when the Case prospect custom object has a satisfaction rating over 8 > Use the dynamic list as the recipient list on an engagement program
C. Pardot custom object mapped to the Case object > Static list and add all prospects whose Case prospect custom object has a satisfaction rating over 8 > Use the static list as the recipient list on an engagement program
D. Workflow to copy the satisfaction rating from cases to contacts and map that field to Pardot prospects > Static list and add prospects who have a satisfaction rating over 8 > Use the static list as the recipient list on an engagement program
Answer: B (LEAVE A REPLY)

NEW QUESTION: 67
A marketing user wants an automated way to notify the assigned user whenever a prospect submits a specific form. However, this form has been active for six months so they want to make sure notifications will only go out for prospects that submit the form moving forward.
What should be created to notify the assigned user?
A. Segmentation rule based on the form submission
B. Automation rule based on the form submission
C. Dynamic list based on the form submission
D. Completion action on the form submission
Answer: D (LEAVE A REPLY)
Explanation
https://www.pardot.com/blog/completion-actions/

NEW QUESTION: 68
What is true about grading? [Choose two answers]
A. You cannot change the default profile criteria
B. All prospects start with a grade of D.
C. A prospect can be associated to multiple profiles.
D. Matching or unmatching a criteria will result in an increase or decrease of the grade by 1/3 ,2/3 or 3/3 of a grade.
Answer: (SHOW ANSWER)

NEW QUESTION: 69
When warming a dedicated IP, what would support good delivery rates with initial email sends and build the IP's sending reputation?
A. Segment internal employees with high scores for initial email sends.
B. Segment the best and most active contacts for initial email sends.
C. Segment cold prospects with a low score to reengage for initial email sends.
D. Segment prospects with free email service providers for initial email sends.

Answer: (SHOW ANSWER)

NEW QUESTION: 70

LenoxSoft has two business units (BUs): one that operates in France and another that operates in the United States. Salesforce users speak the language that aligns to their BU, and have Salesforce user profiles specific to their respective BU (ex. "France Marketer"). What steps should the Pardot administrator take to align the Pardot user interface with the Salesforce user interface?

A. Create Pardot users through Salesforce User Sync in each BU and allow the user's language to be inherited from Salesforce.

B. Create Pardot users by importing them into Pardot with their language preferences included in the CSV import file.

C. Create Pardot users manually and set each user's language preference based on the BU and language they speak.

D. Create Pardot users manually and allow each user's language to be inherited from the BU's language preference in Account Settings.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 71

Can Email Preference Center demand for logging in

A. False

B. True

Answer: A (LEAVE A REPLY)

NEW QUESTION: 72

What type of fields are not supported by the Pardot sync

A. Text Area (Rich)

B. External Lookup Relationship

C. Formula

D. Lookup Relationship

E. Time

F. Date/Time

G. Date/Time

H. Geolocation

Answer: A,B,C,D,H (LEAVE A REPLY)

NEW QUESTION: 73

Monthly cost of Salesforce Engage is

A. 15$

B. 100$

C. 50$

D. It's always free
Answer: C (LEAVE A REPLY)

NEW QUESTION: 74
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. Complete the technical setup items and create Pardot users. Conduct a Strengths Weaknesses Opportunities and Threats (SWOT) analysis of their current marketing strategies
B. Install the Salesforce AppExchange Package and verify the Salesforce connector
C. Export all the data and assets from the existing tool
D. Salesforce Connector User has 'Read1 permission to the custom object
Answer: C (LEAVE A REPLY)

NEW QUESTION: 75
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
Answer: (SHOW ANSWER)

NEW QUESTION: 76
A company's sales reps use the "Status" field in Salesforce to indicate where the lead is in the sales funnel. A Pardot administrator wants to send each prospect a series of nurture emails when their sales rep updates their
"Status" field to "Nurture." The administrator wants to automate this entirely inside of Pardot.
How should this workflow be automated?
A. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create a dynamic list to detect the "Nurture" value > Add as recipient list on engagement program to send emails
B. Create a report in Salesforce based on lead status of "Nurture" > Export and import into Pardot > Create a list from import > Add as recipient list on engagement program
C. Create a CRM Visible list in Pardot > Have sales also add these "Nurture" leads to that list in Salesforce
> Create an automation rule to send email based on list membership

D. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create an automation rule to detect the "Nurture" value > Automation rule sends an autoresponder email
Answer: A (LEAVE A REPLY)

NEW QUESTION: 77
With Pardot, what is the recommended way to measure the success of an email campaign?
A. HTML Open Rate
B. Spam complaints.
C. Click Through rate
D. Email Complain Rate
Answer: (SHOW ANSWER)

NEW QUESTION: 78
What is true about Pardot tracking? [Choose two answers]
A. Visitor filters can be added to Pardot to restrict tracking (clicks, visits, email notifications etc) from certain IP addresses
B. Visitors and prospects that have "do not track" settings enabled on their browser will not have their activities tracked while on your site.
C. Cookies will always expire after 10 years
D. The code is generated from a Salesforce campaign
Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 79
Is it possible to split Dynamic List to other Dynamic Lists?
A. True
B. False
Answer: B (LEAVE A REPLY)

NEW QUESTION: 80

LenoxSoft has a grading profile for business units in both United States and Canada. 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 must add prospect to a dynamic list

B. LenoxSoft added location based criteria

C. LenoxSoft uses an automation rule to match the criteria US or canada to make a grading impact.

D. LenoxSoft uses location based scoring categories .

Answer: C (LEAVE A REPLY)

NEW QUESTION: 81

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. Run an automation rule to assign based on the < Request demo > Submission & prospect status field

B. Run completion Action on form Request a demo with action assign to user

C. Export the submission report & Import

D. Run completion Action on form Request a demo with action notify Admin

Answer: (SHOW ANSWER)

NEW QUESTION: 82

"The LenoxSoft sales leadership has just implemented queues in Salesforce and wants to make sure their new leads coming from marketing nurtures are allocated fairly.

What should the Pardot administrator do to make sure new leads from nurture programs are properly routed in Salesforce?

A. Configure users > set up a round robin > have nurture programs assign prospects to the round robin

B. Configure users > set up a queue > have nurture programs assign prospects to the queue

C. Configure users > set up a custom role > have nurture programs assign prospects to users with the custom role

D. Configure users > set up a user group > have nurture programs assign prospects to the user group

Answer: D (LEAVE A REPLY)

NEW QUESTION: 83

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 read the lead score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.
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 always book a follow up call with prospects and record notes from the call in the Pardot Notes field for future review.
Answer: (SHOW ANSWER)

NEW QUESTION: 84
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 Campaign is :: Salesforce is:: Salesforce Connector and prospect score :: is less than :: 100, Action :: add to list
D. Build an Automation rule :: Prospect Created Date ago is :: 100 :: and prospect score:: is less than :: 10, Action :: add to list
Answer: A (LEAVE A REPLY)

NEW QUESTION: 85
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. Connected Campaigns and Engagement Studio

C. Campaign Influence and Marketing Data Sharing
D. Salesforce User Sync and Campaign Influence
Answer: (SHOW ANSWER)

NEW QUESTION: 86
LenoxSoft wants to ensure that prospects who meet the following criteria are assigned to one of the five users.
In a round robin fashion:
* Completed the "Product Interest" form
* A score higher than 100
* A grade higher than a C
* Is a member of the "Target Account" list
What should LenoxSoft use to accomplish this business requirement?
A. Automation rule and user queue
B. Form completion action and user queue
C. Form completion action and user group
D. Automation rule and user group
Answer: D (LEAVE A REPLY)

NEW QUESTION: 87
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 the rule, they will receive the 75 point completion action instead of the 50 points they already received.
B. 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.
C. For all prospects who have already matched, no new actions will be applied.
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.
Answer: C (LEAVE A REPLY)

NEW QUESTION: 88
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 submits the details to the community site and integrate it with a Pardot form handler.

B. Create a Pardot form and via completion actions submit the details to the community site.
C. Create a Pardot form and via an automation rule submit the details to the community site.
D. Create a website form that integrates with a Pardot form handler, details are submitted to the community site using Pardot API.
Answer: A ([LEAVE A REPLY])

NEW QUESTION: 89
LenoxSoft is migrating prospects from an external email vendor Into Pardot. They have record of which prospects have hard bounced within the last 6 months.
What should they do after importing the bounced prospects into Pardot in order to maintain their data integrity, but still be able to track the prospects?
A. Ensure the Do Not Email field on the prospects is selected.
B. Delete the prospects so they can't be emailed through Pardot.
C. Add the prospects to a "Bounced Prospects" list for suppression.
D. Send the prospects an email to see if their email addresses are valid.
Answer: A ([LEAVE A REPLY])

NEW QUESTION: 90
Select three available Pardot Editions
A. Pardot Standard
B. Pardot Growth
C. Pardot Ultimate
D. Pardot Plus
E. Pardot Advanced
F. Pardot Professional
Answer: ([SHOW ANSWER])

NEW QUESTION: 91
LenoxSoft has two Pardot accounts: Account A and Account B.
Both accounts are syncing with the same Salesforce org. Their marketing teams have consolidated and have decided to merge Account B into Account A.
What action should they take to successfully complete the migration?
A. Include prospect activity history from Account B in their prospect import if they want to retain it.
B. Get a brand new Pardot org and migrate both Account A and Account B into it.
C. Export existing custom field mappings to import desired fields into Account A.
D. Manually rebuild any automations built in Account B in Account A.
Answer: D ([LEAVE A REPLY])
https://help.salesforce.com/articleView?id=000318300&type=1&mode=1

NEW QUESTION: 92
A Pardot administrator wants to enable the Engage Sales Tools page in Salesforce. Which two resources are available via this page in Salesforce? Choose 2 answers A A link to set Engage
A. A link to Salesforce Engage training resources
B. A link to assign licenses and permission sets
C. A link to download Engage Alerts for Mac
D. Campaign send limits
Answer: (SHOW ANSWER)

NEW QUESTION: 93
LenoxSoft has two Pardot accounts: Account A and Account B.
Both accounts are syncing with the same Salesforce org.
Their marketing teams have consolidated and have decided to merge Account B into Account A.
What action should they take to successfully complete the migration?
A. Include prospect activity history from Account B in their prospect import if they want to retain it.
B. Get a brand new Pardot org and migrate both Account A and Account B into it.
C. Export existing custom field mappings to import desired fields into Account A.
D. Manually rebuild any automations built in Account B in Account A.
Answer: D (LEAVE A REPLY)
https://help.salesforce.com/articleView?id=000318300&type=1&mode=1

NEW QUESTION: 94
LenoxSoft does not use the Leads object in their Salesforce instance. This requires Pardot to create Contacts only if a new prospect record is created in Pardot and then assigned to a sales user. The sales manager also requires assignments to be distributed evenly across the sales teams.
How should LenoxSoft get started?

A. Enable the reverse sync feature through Pardot Support and create an Automation rule to assign prospects to a user in a group.
B. Build an Automation rule looking for new prospects and add new records to Salesforce as contacts and assign via Salesforce Assignment rules.
C. Build a Dynamic List looking for new prospects and create an Automation rule to assign members of that list via Salesforce Assignment rules as contacts.
D. Enable the appropriate "optional Salesforce connector setting" and create an Automation rule to assign to a sales user.
Answer: A (LEAVE A REPLY)

NEW QUESTION: 95
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 : 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
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 an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if:: Add to List
D. 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
Answer: (SHOW ANSWER)

NEW QUESTION: 96
A marketing user wants to create a newsletter list where prospects will be automatically added based on a specific set of criteri a. However, they also want to make sure sales users can manually add their prospects to the list even if they don't match the criteria. Which automation tool should be used?

A. Completion action
B. Dynamic list
C. Automation rule
D. Segmentation rule
Answer: (SHOW ANSWER)

NEW QUESTION: 97
"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 page actions to replace field values
B. Define default mail merge values for fields
C. Use HML conditional logic statements
D. Use HML merge field modifiers
Answer: (SHOW ANSWER)

NEW QUESTION: 98
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. Create visitor filters for prospects that are known to be located in Europe.
B. Enable tracking opt-in preferences for all website visitors.
C. Enable tracking opt-in preferences for visitors from specific countries.
D. Remove tracking code from the website and create new sites for each country.
Answer: (SHOW ANSWER)

NEW QUESTION: 99
A marketing user wants an automated way to notify the assigned user whenever a prospect submits a specific form. However, this form has been active for six months so they want to make sure notifications will only go out for prospects that submit the form moving forward.
What should be created to notify the assigned user?
A. Segmentation rule based on the form submission
B. Automation rule based on the form submission
C. Dynamic list based on the form submission
D. Completion action on the form submission
Answer: (SHOW ANSWER)

https://www.pardot.com/blog/completion-actions/

NEW QUESTION: 100

LenoxSoft mentions that they would like to invest in a content strategy but is afraid they don't have the resources. What do you advise?

A. Focus on creating as much content as possible.

B. Post content from other websites on your own site.

C. Hire an agency to create content.

D. Start a company blog and promote a few high-quality pieces of content.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 101

LenoxSoft would like to enable the Google AdWords connector in Pardot. Which of the following would you NOT advise them on before they enable the connector?

A. The connector will make copies of their AdWords ads (not including those that were deleted or disabled) and include the tracking parameter in the URL for the new versions.

B. The connector cannot be linked directly to an MCC account.

C. They should ensure their URL structures can handle parameters before verifying the connector.

D. The connector will update all of their AdWords ads to include the tracking parameter, including those that were deleted or disabled.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 102

LenoxSoft is launching a new customer newsletter and wants to ensure prospects who receive their product launch announcements are able to express interest in opting in to receive the newsletter as well. Which feature should meet their needs?

A. Email Preference Center and Static Public List

B. Salesforce Engage and CRM Visible List

C. Email Preference Center and Dynamic Public List

D. Static Public List and Automation Rule

Answer: C (LEAVE A REPLY)

NEW QUESTION: 103

How many scheduled Engagement Programs is it possible to have

A. 3

B. 10

C. 15

D. 5

Answer: B (LEAVE A REPLY)

NEW QUESTION: 104

Which are true about Pardot Recycle Bin

A. Items in the recycle bin don't count toward usage limits

B. Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin

C. If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign

D. Admins can permanently delete prospects in the recycle bin. Pardot no longer tracks prospects when they're permanently deleted

E. Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin

F. A deleted prospect is restored when the Salesforce record it's syncing with is undeleted

G. Tags are deleted permanently and don't appear in the recycle bin

Answer: (SHOW ANSWER)

NEW QUESTION: 105

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 2/3 Dept 3/3

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

Answer: (SHOW ANSWER)

NEW QUESTION: 106

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 segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

B. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days

C. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

D. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Answer: (SHOW ANSWER)

NEW QUESTION: 107
LenoxSoft hosts content in Pardot and makes it available to prospects via a form submission on their website.
They have noticed a high number of form submissions, but some email addresses provided appear to be invalid or fake.
Which two strategies for gating content should ensure real prospects are the ones accessing the content?
Choose 2 answers
A. Prospects with invalid emails are sent an autoresponder requesting email verification.
B. Prospects with invalid emails are marked as 'Do Not Email' to avoid future communication.
C. Using the data format drop-down, set the email validation option at the form level.
D. Send the content via an autoresponder email with a link to download the content.
Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 108
LenoxSoft wants to evenly assign prospects to their Sales team that meets either set of qualification criteria:
Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater than C+ and score is greater than 150. What ways would you recommend in this scenario?
A. Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50
-Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
B. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
C. Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin

D. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin
Answer: C (LEAVE A REPLY)

NEW QUESTION: 109
LenoxSoft added Engagement History metric fields to campaign page layouts in their Salesforce org. All of the values for the Engagement History metric fields are "0".
What could be the explanation for this experience?
A. The campaign is not a connected campaign so the data is not syncing.
B. The Pardot users do not have the Pardot permission set and cannot see the data.
C. The engagement with those assets happened before the fields were added to the page layouts.
D. The data hasn't been refreshed in 24 hours so the values haven't been updated.
Answer: (SHOW ANSWER)
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