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QUESTION 1

LenoxSoft is in the planning stages of rolling out an account-based marketing strategy.

What initial action should they take?

A. Develop dynamic content based on lead fields.

B. Convert all existing leads into contacts to tie to accounts.

C. Identify attributes of the key accounts they want to target.

D. Create all contacts as campaign members in one campaign.

Correct Answer: C

QUESTION 2

LenoxSoft has published a new white paper. When prospects submit a "Request a Download" form, they should receive this white paper in an email. All prospects who receive the email and view the white paper should receive an additional +10 points added to their score.

Which sequence of events would meet their goal?

A. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion actions "Send autoresponder email" AND "Adjust score :: +10"

B. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template with the Completion. Action "On click :: Adjust score :: +10" that contains the Custom Redirect link > Create a new Form with the Completion Actions "Send autoresponder email"

C. Upload the white paper as a new File > Create a Custom Redirect to the white paper file with the Completion Action "Adjust score :: +10" > Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion Actions "Send autoresponder email"

D. Upload the white paper as a new File > Create a new Form > On Step 4 of the Form Wizard, check the box to "Redirect the prospect instead of showing the form\'s Thank You Content" and specify the white paper file link > Add Completion Actions "Send autoresponder email" AND "Adjust score :: +10" to the Form

Correct Answer: C

QUESTION 3

Select available Webinar Connectors

A. Webex

B. WebinarJam

C. ReadyTalk

D. GoToWebinar

E. Demio

F. ClickMeeting

Correct Answer: ACD

QUESTION 4

LenoxSoft recently enabled Pardot Campaign Influence Attribution Models in Salesforce. They want to understand which campaigns their prospects are interacting with right before an opportunity closes.

Which Campaign Influence Attribution model should they reference to understand this?

A. First Touch Model

B. Even Attribution Model

C. Last Touch Model

D. Salesforce Model

Correct Answer: C

QUESTION 5

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

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