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QUESTION 1

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

A. True

B. False

Correct Answer: B

QUESTION 2

"If an organization has several Pardot users who require direct login access to pi.pardot.com, what should be done before enabling user sync?

A. Create a custom user role for Pardot Only users in Pardot.

B. Make sure the CRM username field on user records are empty.

C. Set the users as Marketing user roles in Pardot before enabling user sync.

D. Delete and recreate the specific users after enabling user sync.

Correct Answer: B

QUESTION 3

The marketing team likes to thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them. What Pardot feature of email now can be used to run these tests?

A. Create a test list of approved users to use in the testing tab of the email now.

B. Create a dynamic list of approved users to use as the recipient list in the sending tab.

C. Create a one off email test send by entering an email address in the Send to Emails section of the testing tab

D. Create a static list of approved users to use as the recipient list in the sending tab.

Correct Answer: A

QUESTION 4

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

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

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

D. 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.

Correct Answer: C

QUESTION 5

When connecting Pardot for the first time to Salesforce, what is required before records will begin syncing?

A. Salesforce B2B Integration user must be created.

B. User sync must be enabled in Pardot.

C. The Salesforce connector must be unpaused.

D. Salesforce fields must be synced to Pardot fields.

Correct Answer: C

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