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QUESTION 1

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

Correct Answer: B

https://help.salesforce.com/articleView?id=sf.pardot_einstein_campaign_insights.htmandtype =5

QUESTION 2

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

QUESTION 3

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 and 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 ?Submissioandp; prospect status field

Correct Answer: D

QUESTION 4

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

QUESTION 5

What is true about Pardot tracking? [Choose two answers]

A. The code is generated from a Salesforce campaign

B. Visitor filters can be added to Pardot to restrict tracking (clicks, visits, email notifications etc) from certain IP addresses

C. Cookies will always expire after 10 years

D. Visitors and prospects that have "do not track" settings enabled on their browser will not have their activities tracked while on your site.

Correct Answer: BD

QUESTION 6

An Administrator imported a list of trade show attendees and added them all to the same Pardot campaign. A few months later, the Administrator wants to pull a one-time list of all of these attendees. How should this be accomplished?

A. Run a segmentation rule based on the Pardot campaign

B. Run an automation rule based on the Pardot campaign

C. Look for the original list based on the Pardot campaign

D. Run a dynamic list based on the Pardot campaign

Correct Answer: A

QUESTION 7

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

QUESTION 8

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

QUESTION 9

Do hard bounces need to be removed from lists?

A. True

B. False

Correct Answer: B

QUESTION 10

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 11

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. 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.

B. Build an Automation rule looking for new prospects and add new records to Salesforce as contacts and assign via Salesforce Assignment rules.

C. Enable the reverse sync feature through Pardot Support and create an Automation rule to assign prospects to a user in a group.

D. Enable the appropriate "optional Salesforce connector setting" and create an Automation rule to assign to a sales user.

Correct Answer: C

QUESTION 12

"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

QUESTION 13

What is essential to setup when you are implementing Pardot for the first time? [Choose three answers]

A. Create and add a tracking code to the website

B. Setup DNS for each used domain and validate the connection

C. Setup tracker subdomain and validate it

D. Choose which sender IP to use

Correct Answer: ABC

QUESTION 14

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

QUESTION 15

Upon provisioning Pardot, LenoxSoft\\'s Salesforce administrator identifies that a new user, B2BMA Integration, is created. What would be the explanation for this new user?

A. B2BMA Integration is an automatically provisioned user that sends data to Einstein Analytics for B2B Marketing.

B. B2BMA Integration is an automatically provisioned user that enables user sync from Salesforce to Pardot.

C. B2BMA Integration is an automatically provisioned user that connects to Salesforce to sync data.

D. B2BMA Integration is an automatically provisioned user that creates Engagement History objects in Salesforce.

Correct Answer: C

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