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**QUESTION 1**

A client 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 the client is unfamiliar with the feature. What is the primary benefits of using a multivariate test in this campaign?

- A. Pardot will give you content ideas for each landing page.
- B. Pardot will determine which version of the landing page generated most conversions.
- C. Pardot will automatically send underperforming landing page to recycle bin
- D. Pardot will automatically populate personalized information of each unique prospect.

Correct Answer: B

QUESTION 2

Which of the following is a benefit of Salesforce Engage?

- A. Real time alerts to sales when prospects have an activity
- B. Allow sales reps to create and publish Pardot email templates
- C. Allow reps to attribute opportunities to Pardot campaigns
- D. Create, publish and listen to content and other social posts

Correct Answer: A

QUESTION 3

Which three activities can increase or decrease a score in the baseline scoring system? (Choose three answers.)

- A. Landing page error
- B. Unsubscribed from email
- C. Assigned to a user
- D. Webinar attended
- E. Form submission

Correct Answer: ADE

QUESTION 4



If a rule is based on criteria and is one time only, it is a:

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

Correct Answer: C

QUESTION 5

Which is NOT a way to assign a custom role to a user?

- A. Edit an existing Default Role, and it will automatically convert to a Custom Role.
- B. Assign new users to a previously created Custom Roles during the import process.
- C. Add a batch of existing users to a Custom Role using table actions
- D. Add a user to a Custom Role directly from their User Record.

Correct Answer: A

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