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**QUESTION 1**

There is Custom Field Type in Pardot called Email

- A. True
- B. False

Correct Answer: B

QUESTION 2

During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Pardot features are the minimum requirement for a successful Engagement Program?

- A. Email Authentication > Salesforce Connector > Email templates > Users > Engagement program
- B. CNAME > Salesforce connector > Email Templates > Lists > Engagement program
- C. CNAME > Email Authentication > Email templates > Lists > Engagement program
- D. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program

Correct Answer: C

QUESTION 3

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 4



Is it possible to split Dynamic List to other Dynamic Lists?

- A. True
- B. False

Correct Answer: B

QUESTION 5

Pardot's Permission Based Marketing Policy helps ensure your emails don't get flagged as spam. CAN-SPAM provisions include

- A. Don't use false or misleading header information
- B. Don't use deceptive subject lines
- C. Identify the message as an ad
- D. Tell recipients where you're located
- E. Tell recipients how to opt out of receiving future email from you
- F. Honor opt-out requests promptly
- G. Monitor what others are doing on your behalf

Correct Answer: ABCDEFG

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