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QUESTION 1

LenoxSoft has purchased a list of prospects and wants to send emails to those prospects in Pardot immediately. What is the correct way to handle this?

A. Recommend that it is okay to send to purchased lists in Pardot.

B. Have LenoxSoft split their purchased list into multiple sends so as to not affect the IP\\'s reputation.

C. Run a permissions pass on the purchased lists to get permission quickly before sending them a marketing email.

D. Recommend that they must receive explicit permission from those prospects on the purchased list before they can upload that prospect list into Pardot.

Correct Answer: D

QUESTION 2

Which two actions could a user take when importing prospects into Pardot? Choose 2 answers

A. Assign prospects to an existing user

B. Create new custom fields and populate field values

C. Permanently delete prospects

D. Undelete matching prospects from the Recycle Bin

Correct Answer: AD

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

How many Social Posting Connectors is it possible to create

A. You can create as many Social Posting connectors as you want

B. One each type

C. Many but only one type

D. You can\\'t use any Social Posting connector

Correct Answer: A

QUESTION 5

Which is true about Visitor Filters?

A. Use filters to exclude some types of visits, clicks, or other actions from your campaign results and email notifications

B. You can the filter by IP

C. You can filter by a hostname

D. You can filter by a hostname wildcard

E. You can\\'t filter your own company IP

Correct Answer: ABCD

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