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QUESTION 1

Which are true about Pardot Recycle Bin?

- A. Items in the recycle bin don't count toward usage limits
- B. If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign
- C. Admins can permanently delete prospects in the recycle bin. Pardot no longer tracks prospects when they're permanently deleted
- D. A deleted prospect is restored when the Salesforce record it's syncing with is undeleted
- E. Tags are deleted permanently and don't appear in the recycle bin
- F. Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin
- G. Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin

Correct Answer: ABCEG

QUESTION 2

Lenoxsoft has a product line that is business to consumer. They use the Lead object, but the Contact and Account objects are combined. The Pardot Administrator wants to enable person accounts and understand how this configuration affects the syncing from Pardot to Salesforce. Given default Pardot and Salesforce syncing behavior, which statement is correct when Person Account are enabled?

- A. Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with contact and account.
- B. Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with the person account.
- C. The Salesforce contact level and account level fields will only sync with prospect fields in Pardot.
- D. The Salesforce person account record will only sync with the prospect record in Pardot.

Correct Answer: B

QUESTION 3

"A user is looking at the Engagement History Custom Lightning Component on a lead or contact record and wants to understand recent activities.

Which two types of activities would display in the lightning component?

Choose 2 answers



- A. Prospect was deleted by a user
- B. Prospect unsubscribed from an email
- C. Prospect replied to an email
- D. Prospect viewed a landing page

Correct Answer: BD

QUESTION 4

LenoxSoft finds that prospects are unsubscribing from emails, but they want to make sure the prospects are intending to unsubscribe from all emails and it isn't a mistake.

What should be implemented?

- A. Opting out a prospect is irreversible. A solution to confirm the opt out or opt prospects back in cannot be implemented.
- B. Opt prospects back in only if they have interacted with other marketing content and have a Pardot score greater than 10 using an automation rule.
- C. Create a completion action to assign a task to the Assigned User to make a phone call to ensure the prospect intended to unsubscribe.
- D. Set up a Pardot template for the automated resubscribe feature to have an email sent to allow opted out prospects to opt back in.

Correct Answer: D

QUESTION 5

A consultant wants to design an automated grading system to increase efficiency and lead relevancy for LenoxSoft. Relevant leads have a 'Director' job title and are in the 'Technology' industry. How should they design this automation strategy?

- A. Create a 'Director' scoring category, an automation rule to set the profile, and a second automation rule to increase their grade if industry is Technology.
- B. Create a Director profile, an automation rule to set the profile, and click the thumbs up or thumbs down icons on a prospect's Profile tab to set criteria matches.
- C. Create a Director profile, an automation rule to set the profile, and a second automation rule to increase their grade if industry is Technology.
- D. Create a 'Director' profile, an automation rule to set the profile, and a second automation rule to increase their score if industry is Technology.

Correct Answer: C



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