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QUESTION 1

LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Pardot to ensure a high deliverability rate in their initial Pardot email sends. Choose 2

A. The date LenoxSoft last compared data between the email provider and Salesforce

B. How many emails a month were sent from the current email provider

C. When was the last time a prospect was emailed in their current email provider.

D. Identify the currently mailable and unmailable prospects in their current email provider.

Correct Answer: CD

QUESTION 2

Which are true about Salesforce Engage?

A. Before you can set up Salesforce Engage, you must have a verified Salesforce-Pardot connector

B. Salesforce Engage is not supported for Salesforce sandbox accounts

C. Salesforce Engage is an app mainly for Sales to stay up to date with Prospect actions

D. You can download Salesforce Engage App on your desktop or phone (Mac,Windows)

E. You can use Salesforce Engage with Gmail by downloading an extension

Correct Answer: ABCDE

QUESTION 3

With Pardot, what is the recommended way to measure the success of an email campaign?

A. Click Through rate

B. Email Complain Rate

C. HTML Open Rate

D. Spam complaints.

Correct Answer: A

QUESTION 4

Select all available User Email Preferences

A. Send daily prospect activity emails (for my prospects)

B. Send daily prospect activity emails (for all prospects)

C. Send daily prospect assignment emails

D. Send daily visitor activity emails

E. Send an email when a prospect is assigned

F. Send starred prospect activity alerts

G. Send weekly search marketing email (sent on Mondays)

H. Send weekly search marketing email (sent on Fridays)

I. Send monthly inactive automations report email

J. Send weekly inactive automations report email

K. Send daily visitor assignment emails

Correct Answer: ABCDEFGI

QUESTION 5

Prior to starting implementation, LenoxSoft wishes to consolidate all their data within Salesforce. They currently use three different systems, including Salesforce, to manage their customer data. All data does NOT currently reside in one system, and Lenoxsoft wants Salesforce to be the primary system for customer records.

What is the first step Lenoxsoft should take to allow Salesforce to become the primary recordholder?

A. Add custom prospect fields to Pardot and map to Salesforce.

B. Import and merge existing records from all systems to Pardot

C. Import and merge existing records from all systems to Salesforce

D. Add custom account fields to Pardot and map to Salesforce

Correct Answer: C

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