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**QUESTION 1**

You have several white papers on your website, but you want to start gateing those and gather more and more details about prospects as they download the white papers. What is the best way to achieve this?

- A. Create a form and enable progressive profiling
- B. Create a form handler and enable progressive profiling
- C. Create a form handler for each white paper
- D. Create a form per white paper and enable progressive profiling

Correct Answer: D

QUESTION 2

LenoxSoft has two primary groups of contacts in their Salesforce account, managed separately using Pardot Business Units (PBUs). They have one marketing team that needs to manage campaigns for both business units (BUs).

How should this be configured?

- A. Create Pardot user records in one business unit, then use the business unit switcher to access each account.
- B. Create multiple Salesforce users with the same email address connected to one Pardot user, then use the business unit switcher.
- C. Create one Salesforce user connected to one Pardot user, then use Pardot user groups to use the business unit switcher.
- D. Create Pardot user records in each business unit connected to the same Salesforce users, then use the business unit switcher.

Correct Answer: D

QUESTION 3

There is Custom Field Type in Pardot called CRM User

- A. True
- B. False

Correct Answer: A

QUESTION 4

"If an organization has several Pardot users who require direct login access to pi.pardot.com, what should be done before enabling user sync?



- A. Create a custom user role for Pardot Only users in Pardot.
- B. Make sure the CRM username field on user records are empty.
- C. Set the users as Marketing user roles in Pardot before enabling user sync.
- D. Delete and recreate the specific users after enabling user sync.

Correct Answer: B

QUESTION 5

It is possible for prospect to have less than 0 score

- A. True
- B. False

Correct Answer: A

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