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QUESTION 1

"LenoxSoft's marketing team developed a cross-selling engagement studio program for customers who have 1 or more of their products. They want to empower sales users who have Salesforce Engage licenses to make sure their contacts are included in the program.

What is the best way to allow sales to accomplish this?

- A. Add contacts to the program's Campaign as campaign members.
- B. Export contacts from Salesforce and import them into Pardot.
- C. Use the Add to List completion action on forms.
- D. Use the Add to Nurture action on page layouts.

Correct Answer: A

QUESTION 2

What is true about Dynamic Content? [Choose three answers]

- A. You can add up to 25 variations of content
- B. You can base variations on Scoring Categories
- C. You can add dynamic content to web pages
- D. You can use dynamic content in subject lines

Correct Answer: ACD

QUESTION 3

LenoxSoft has very specific lead qualification that has to be met before assigning prospects to an inside sales rep: *The prospects must be located in Texas or California *The prospects must submit their Request a demo form. When those two criteria are met they want to automatically assign the prospects to a inside sales rep. State is a required field on the Request a demo form.

How would you have LenoxSoft automate the assignment?

- A. Export the submission report and Import
- B. Run completion Action on form Request a demo with action assign to user
- C. Run completion Action on form Request a demo with action notify Admin
- D. Run an automation rule to assign based on the ?Request demo ?Submissioandp; prospect status field

Correct Answer: D



QUESTION 4

LenoxSoft has very specific lead qualification criteria that must be met before assigning prospects to a sales rep:

1.

The prospects must be located in Georgia or Florida.

2.

The prospects must submit their "Request a Demo" form.

When this criteria is met, they want to automatically assign the prospects to a sales rep. "State" is a required field on the "Request a Demo" form.

How should LenoxSoft automate assigning these leads?

- A. Create a completion action on the "Request a Demo" form with the action to assign to user.
- B. Add a completion action on the form to notify Admin, who manually assigns the prospect.
- C. Export the form submission report and import, assigning to the correct user upon import.
- D. Run an automation rule to assign based on the "Request a Demo" submission and State field.

Correct Answer: D

QUESTION 5

Which is not a standard role in Pardot? [Choose one answer]

- A. Sales Manager
- B. Marketing
- C. Administrator
- D. Sales User

Correct Answer: D

QUESTION 6

What type of fields are not supported by the Pardot sync?

- A. Geolocation
- B. Lookup Relationship
- C. Date/Time



D. Time

E. Text Area (Rich)

F. Date/Time

G. Formula

H. External Lookup Relationship

Correct Answer: ABEGH

QUESTION 7

What three features in Pardot can utilize Handlebars Merge Language (HML) merge fields? Choose 3 answers

A. User Notifications

B. Social Posts

C. Dynamic Content

D. User Signatures

E. Email Templates

Correct Answer: CDE

QUESTION 8

It is possible to assign certain Prospect to selected Scoring Category

A. True

B. False

Correct Answer: B

QUESTION 9

A customer is placing Pardot tracking code on their website and doesn't understand how first-party tracking differs from third-party tracking.

How would a consultant explain the difference?

A. First-party tracking is not an option in Pardot, while third-party tracking is.

B. First-party tracking is domain-based while third-party tracking is campaign-based.



C. First-party tracking tracks prospects across different website domains, while third-party tracking does not.

D. First-party tracking does not use cookies, while third-party tracking does.

Correct Answer: C

QUESTION 10

How many scheduled Engagement Programs is it possible to have?

A. 5

B. 3

C. 10

D. 15

Correct Answer: C

QUESTION 11

LenoxSoft is a global company interested in creating Pardot Business Units (PBUs) to support their regional needs. How should they to access PBU features?

A. Move all users to Salesforce Lightning

B. Purchase separate Pardot accounts

C. Enable "Business Unit\\connector setting

D. Use the Pardot Lightning App

Correct Answer: D

https://help.salesforce.com/articleView?id=sf.pardot_sf_connector_pbus_parent.htm&type=

QUESTION 12

LenoxSoft has a requirement to provide visitors to their website a consistent transition between their own hosted, branded web assets and LenoxSoft Pardot forms and assets.

What should be implemented to meet this requirement?

A. IP allowlist

B. Tracker domain

C. Custom redirects

D. Page actions



Correct Answer: B

https://help.salesforce.com/articleView?id=sf.pardot_admin_tracker_domain_parent.htm&ty=pe=5

QUESTION 13

A marketing user wants an automated way to notify the assigned user whenever a prospect submits a specific form. However, this form has been active for six months so they want to make sure notifications will only go out for prospects that submit the form moving forward.

What should be created to notify the assigned user?

- A. Segmentation rule based on the form submission
- B. Automation rule based on the form submission
- C. Dynamic list based on the form submission
- D. Completion action on the form submission

Correct Answer: D

<https://www.pardot.com/blog/completion-actions/>

QUESTION 14

LenoxSoft offers a range of products and each product has a unique website with a custom domain. They want to build landing pages in Pardot for upcoming webinars that appear to have a webpage URL that appropriately coordinates with the featured product.

What should be done to ensure each landing page URL looks like it is a part of the unique product website?

- A. Create a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.
- B. Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page.
- C. Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.
- D. Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.

Correct Answer: C

QUESTION 15

LenoxSoft product is setup on an annual renewal. The marketing team is having issues to send emails out to their prospects when its time to renew on the annual product. On top of it sales is complaining they have no insights when an annual renewal email was sent. LenoxSoft uses a custom field of "Contract" with a value of "Renewed" for prospects



who have already renewed their product subscription or its "blank" if they have yet to renew. LenoxSoft wants to automate this process with an engagement studio that can do the following:

1.

Adds/Removes prospects to the engagement studio based on renewal status

2.

Sends a series of emails to renew their subscription

3.

Gives sales continuous insights to prospect engagement

Based on the above criteria what would you recommend to LenoxSoft?

A. Build automation rules add criteria as Contact as blank add action as notify assigned user

B. Build dynamic list add criteria as Contact as "Renewed" add action as notify assigned user

C. Build dynamic list add criteria as Contact as blank add action as notify assigned user

D. Build automation rules add criteria as Contact as "Renewed" add action as notify assigned user

Correct Answer: C

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