Salesforce.Premium.Pardot Consultant.257q

VCEûp

Exam Code: Pardot Consultant
Exam Name: Pardot Consultant
Website: https://VCEup.com/
Team-Support: https://VCEplus.io/

QUESTION 1
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
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 2
The marketing team likes to thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them. What Pardot feature of email now can be used to run these tests?

A. Create a test list of approved users to use in the testing tab of the email now.
B. Create a dynamic list of approved users to use as the recipient list in the sending tab.
C. Create a one off email test send by entering an email address in the Send to Emails section of the testing tab
D. Create a static list of approved users to use as the recipient list in the sending tab.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 3
LenoxSoft wants to evenly assign prospects to their Sales team that meets either set of qualification criteria: Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater than C+ and score is greater than 150. What ways would you recommend in this scenario?

A. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 - Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
B. Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 - Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
C. Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50 - Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
D. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 - Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 4
LenoxSoft has a service portal for customers. A Pardot page action set by the admin will change a prospects engagement custom field to "Engaged" for any prospect who views this service portal page. Customers who visit this portal more often have a higher company satisfaction rate. Those who rarely visit the portal have a high rate of attrition. LenoxSoft wants to encourage customers to engage with the service portal and has the following requirements: * Prospects with no Engagement custom field value should be added to the Engagement Program. * If prospects registers for an upcoming webinar and views the training portal they should be removed from the engagement program. What steps do you recommend to achieve those requirements?

A. Automation Rule with blank critera and add action &

B. Automation rules with attended webinar and remove action

C. Automation Rule with blank critera and add action & Dynamic List with attended webinar and remove action

D. Automation Rule with blank critera and add action & Completion action rules with attended webinar and remove action

E. Automation Rule with blank critera and add action & segmentation rules with attended webinar and remove action

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 5
How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

A. Send using the form's completion actions.

B. Send using an automation rule

C. Use a dynamic list to use as a recipient list on an email send.

D. Send using a segmentation rule.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 6
LenoxSoft would like to send out non-marketing emails to certain prospects who have opted-out.
From their previous experience working with Pardot at another company, they know that it is a simple process to 'Enable Operational Email Sending1 for their account. They have a tight deadline, and they need you to grant them access over the phone. Which of the following would be the appropriate course of action to take?

A. Notify LenoxSoft that sending non-marketing emails to opted-out prospects is in violation of US CAN-SPAM laws.

B. After being given their consent, go into their Pardot account settings and enable operational emails sending.

C. Inform LenoxSoft that they need to contact the Client Advocate Team and to mention in their request to enable operational email sending that it is for non-marketing purposes.

D. Inform LenoxSoft that you would require written confirmation that they intend to use this feature for non marketing purposes prior to enabling the setting for them.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 7
There are a number of unassigned prospects in the Lenoxsoft database that have not been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.
What automatic workflow can be created to prevent them from getting assigned?

A. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

B. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

C. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days

D. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 8
What would an Administrator set up to have a document automatically download after a successful form completion?

A. Include a link to the content in the Thank You Content of the form.
B. Redirect the prospect to a landing page that has a link to download the content by checking the box labelled "Redirect the prospect instead of showing the form's Thank You Content."
C. Redirect the prospect directly to the URL of the content by checking the box labeled "Redirect the prospect instead of showing the form's Thank You Content."
D. Create an email template that includes a link to your document. On your form, add a completion action to "Send autoresponder email" and select the email template that includes the document.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 9
Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited the pricing page. Which automation tool would best achieve this?

A. Create a form with a Completion Action to send a pricing sheet.
B. Create a Dynamic List based on page view to segment automatically
C. Create a special campaign to track pricing page views.
D. Create a Page Action set to Tag prospects as having viewed it and add them to a list.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 10
You decide to build an automation rule to automatically allow prospects to match the "Title" criteria in your grade profile. You need to capture all prospects with any form of Vice President in their job title but want to exclude ones who are currently on any of your suppression lists. Which of the following sets of rule criteria will accomplish this?

A. Match ALL overall logic: Prospect List > Isn't > suppression List A; B; C; D Prospect default field > Title > contains > Vice President; VP
B. Match ALL overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > IS >Vice President
C. Match ANY overall logic: Rule Group1: Match All Prospect List > Isn't > Suppression List A; B; C; D Rule Group2: Match All Prospect default field > Title > contains > Vice President; VP
D. Match ANY overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > contains >Vice President; VP

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 11
Lenoxsoft wants individual engagement programs for each of their sales 'Status' field values. They want to ensure as Status field values change, the prospect will automatically stop receiving the previous program and move to the next program to receive only the relevant content. What solution would you recommend

A. Test list
B. Static list
C. Static list or Dynamic, both list can be used
D. Dynamic list

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 12
LenoxSoft wants to create a re-engagement program that will nurture prospects if they're last activity is greater than 90 days. Once they begin the re-engagement program, if they become active, the prospects need to remain in the program. Which solution would you recommend ?

A. Dynamic List
B. Test List
C. Static or Dynamic list
D. Static List

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 13
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 answers:

A. Identify the currently mailable and unmailable prospects in their current email provider.
B. How many emails a month were sent from the current email provider
C. The date LenoxSoft last compared data between the email provider and Salesforce.
D. When was the last time a prospect was emailed in their current email provider.

Correct Answer: AD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 14
When integrating Pardot Ultimate edition with Salesforce custom objects, what are two key attributes to ensure seamless custom object integration? Select 2

A. Lead, Contact or Account record added as a Related Object to the Salesforce custom object
B. Salesforce Connector User has 'Read' permission to the custom object
C. Campaign or Opportunity record added as a Related Object to the Salesforce custom object
D. Customized 'Display in Table' values when configuring fields

Correct Answer: AB
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 15
The LenoxSoft marketing manager wants to report to the CEO each month the number of new leads generated and what types of assets are generating those new leads. Identify the Pardot reports and associated KPIs that would provide these metrics. Choose 2 answers:

A. Form Report: Impressions
B. Lifecycle Report: New Prospects Created
C. Form Report: Conversions
D. Form Report: Submissions

Correct Answer: BC
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 16
What should be enabled on a Pardot form if an Administrator wants to sign many people up on the same computer at a trade show booth?

A. Kiosk/Data Entry Mode
B. ReCAPTCHA
C. "Not you?" Link
D. Progressive Profiling

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 17
LenoxSoft would like to set custom scoring based on event attendance. What scoring options are available through the Pardot Connectors?

A. Webinar & Event invite. Registrations & Attendance
B. Webinar & Event Registrations & Attendance
C. Webinar: Attended/NoShow/Registered Event :Checked In/Registered
D. Only Webinar & Event Attendance

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 18
LenoxSoft asks yOu about whether filtered prospects will be affected if they are registering for an event using your WebEx connector. What advice do you give them? You simply remind them that since registering for an event is a completion action it will always run when a form is filled out.

A. Filtered prospects will not be registered for a webinar through a Pardot form since "Register for a webinar" completion action and Pardot prospects who are filtered do not have completion actions applied to them.
B. That may happen occasionally, but they shouldn't worry too much since most filtered prospects are usually staff members.
C. Filtered prospects for the webinar either by removing the filter or having the filtered prospects register through the WebEx registration form itself.
D. Filtered prospects will not be registered for a webinar through a Pardot form, but you can still register your

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 19
LenoxSoft using Pardot Pro is rolling out a new lead generation campaign where prospects register for a trade show on a Pardot-hosted landing page. The consultant suggests creating two versions of the landing page and using a multivariate test, but LenoxSoft is unfamiliar with the feature. What is the primary benefits of using a multivariate test in this campaign?

A. Pardot will automatically send underperforming landing page to recycle bin

B. Pardot will automatically populate personalized information of each unique prospect.

C. Pardot will give you content ideas for each landing page.

D. Pardot will determine which version of the landing page generated most conversions

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 20
An admin user would like to create a User Role for a new marketing intern to only have the ability to view prospect lists and emails that have already been sent. Which of the following is the best way for the Admin user to set up this role for the intern if LenoxSoft has an Ultimate level account?

A. Set the intern up in the Default 'Marketing' User Role
B. Set the intern up in the Default 'Marketing Intern' User Role
C. Create a Custom User Role with only the options to 'view' lists and 'view' emails selected
D. Create a Custom User Role with only the options to 'view' & 'edit' lists and 'view' emails selected

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 21
LenoxSoft wants to test all elements of their email, including variable tags, link clicks, and how the email looks on all email. Which testing strategy should you recommend to the all the elements?

A. Use individual email test
B. Use multivariate test & Review email preview
C. Use rendering test and send to Test List
D. Use A/B test

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 22
LenoxSoft wanted to deduct a prospect's score by 100 points if they visited their careers page on the website, what would be the best recommendation to implement?

A. Page action
B. Custom redirect
C. Completion action
D. Automation rule

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 23
Lenoxsofts licensing software is based on annual contract renewals. The marketing department is struggling to send reminders to customers, and the sales department has no insight into what reminders marketing is sending. Lenoxsoft uses

the custom field "Contract" which contains the value "Renewed" for prospects who have already renewed or is blank is they have yet to renew. Lenoxsoft wishes to set up an Engagement program that does the following: - Automatically adds/ removes Prospects to the Renewal Engagement program based on their renewal status - Sends a series of reminders to Prospects who have NOT yet renewed - Gives sales continuous insight into prospect engagement with the program. Based on the requirements outlined, which of the following is the best process for Lenoxsoft to set up?

A. Build an automation rule with the criteria of :: Prospect Custom Field:: contract:: is:: blank. Add an action of "Add to List" and an action of "Notify assigned user."
B. Build a dynamic list with the criteria of:: Prospect Custom Field :: Contract:: is:: blank. Associate the list to the Renewal Engagement program and add an action of "Notify assigned user" at intervals.
C. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."
D. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 24
LenoxSoft has had a Product Interest form live on their website for the past 3 months. They would like to make sure that, moving forward, every time the form is submitted, a custom field is updated.
They also want to update that custom field for anyone who has submitted the form before today.
What combination of automation tools should LenoxSoft use to achieve this?

A. Automation rule and completion action
B. Dynamic list and automation rule
C. Completion action and dynamic list
D. Segmentation rule and completion action

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 25
LenoxSoft has a grading profile for business units in both United States and Canad a. Both profiles contain options for the industry field and several prospects with the grade of "A".
What do we know about LenofSoft current grading strategy?

A. LenoxSoft uses an automation rule to match the criteria US or canada to make a grading impact.
B. LenoxSoft added location based criteria
C. LenoxSoft must add prospect to a dynamic list
D. LenoxSoft uses location based scoring categories .

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 26
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 dat a. 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
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 27
LenoxSoft wants to create Contacts instead of Leads or sync with Person Account records. What step should the consultant recommend?

A. Locate the relevant documentation and follow the steps to enable.
B. Update your Salesforce connector user permissions
C. Contact Pardot Support to enable the necessary connector behavior
D. Update your field mappings by going to Admin > Configure Fields

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 28
Lenoxsoft wants to continue to use their existing forms. Pardot form handlers cannot be used due to the encryption placed on them. However, Lenoxsoft wants all future leads or contacts converted via their existing forms to be created as prospects in Pardot with their Pardot campaign set to Salesforce connector. With this restriction outlines, Lenoxsoft wants to build an automated process with the following requirements: - New prospects are added to the New Lead engagement program and remain until they reach a score of 100 - Once prospects reach a score of 100, they should no longer receive emails from the New Lead engagement program. Based on the above, which process should the Consultant recommend?

A. Build a Dynamic List:: Prospect Campaign is :: Salesforce Connector and prospect score:: is less than:: 100, Action:: add to list.
B. Build a Segmentation rule :: Prospect Campaign is :: Salesforce Connector and Prospect Score :: is more than :: 100, Action :: add to list
C. Build an Automation rule :: Prospect Created Date ago is :: 100 :: and prospect score:: is less than ::
    10, Action :: add to list
D. Build an Automation rule :: Prospect Campaign is :: Salesforce is:: Salesforce Connector and prospect score :: is less than :: 100, Action :: add to list

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 29
Lenoxsoft currently uses a Salesforce workflow to continually look for old and new leads that meet certain criteria under Job title and Industry, and adds them to a Salesforce campaign. The Pardot connector is verified and their existing Salesforce records have been reviewed, but they have yet to sync this data to Pardot. Lenox wishes to replicate this process within Pardot with the following requirements: - Prospects with a job title of "CEO" and Industry of "Software" are added to the Salesforce campaign. Based on those requirements, which steps should Lenoxsoft prioritize to replicate their process?

A. Create a dynamic list to sync prospects from Salesforce. Build an Automation rule with criteria ::
    Job Title:: CEO :: Industry:: Software, action :: add to the Salesforce campaign.
B. Import a .csv file of prospects. Build an Automation rule with criteria :: Job Title :: CEO :: Industry ::
    Software, action :: add to Salesforce Campaign
C. Create a dynamic list to sync prospects from Salesforce. Build a segmentation rule with the criteria :: Job Title :: CEO :: Industry :: Software, action :: add to the Salesforce campaign.
D. Import a .csv file of prospects. Build an Segmentation rule with criteria :: Job Title:: CEO :: Industry :: Software, action :: add to Salesforce Campaign

Correct Answer: AB
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 30
You have setup an automation rule to add 50 points to prospects who have had activity in the last 30 days and have submitted a specific landing page. You decide that you want to change this up to reflect more recent activity and open it up to all landing pages. You edit the rule criteria to reflect prospect last activity of 10 days or less and submission of any landing page and update the action to add 75 points instead. Which of the following statements is true?

A. For all prospects who have already matched, no new actions will be applied.
B. For all prospects who have already matched the rule, they will receive the 75 point completion action instead of the 50 points they already received.
C. For prospects who have already matched but also meet the new criteria, they will receive the 75 points in addition to the 50 points they already received.
D. For all prospects who have already matched the rule, they will receive the 75 point completion action in addition to the 50 points they already received.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 31
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 & 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 » Submission & prospect status field

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 32
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
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 33
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: * Adds/Removes prospects to the engagement studio based on renewal status * Sends a series of emails to renew their subscription * Gives sales continuous insights to prospect engagement Based on the above criteria what would you recommend to LenoxSoft?
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: * Adds/Removes prospects to the engagement studio based on renewal status * Sends a series of emails to renew their subscription * 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
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 34
During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Pardot features are the minimum requirement for a successful Engagement Program?

A. Email Authentication > Salesforce Connector > Email templates | Users > Engagement program
B. CNAME > Salesforce connector > Email Templates > Lists > Engagement program
C. CNAME > Email Authentication > Email templates > Lists > Engagement program
D. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 35
You have been asked to create a form that gathers information from prospects. This information should be available in Pardot as well as a custom build community site. How would you achieve this?

A. Create a website form that integrates with a Pardot form handler, details are submitted to the community site using Pardot API.
B. Create a website form that submits the details to the community site and integrate it with a Pardot form handler.
C. Create a Pardot form and via an automation rule submit the details to the community site.
D. Create a Pardot form and via completion actions submit the details to the community site.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 36
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 answers:

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
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 37
LenoxSoft just purchased Pardot and will be migrating to Pardot from another marketing automation tool. On the initial kickoff call, the Marketing Manager shares their existing tool's contract ends in 3 weeks. Given the accelerated

timeframe, what is the recommended first step?

A. Install the Salesforce AppExchange Package and verify the Salesforce connector
B. Complete the technical setup items and create Pardot users. Conduct a Strengths Weaknesses Opportunities and Threats (SWOT) analysis of their current marketing strategies
C. Export all the data and assets from the existing tool
D. Salesforce Connector User has 'Read1 permission to the custom object

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 38
LenoxSoft shows you a record where the prospect has many activities that are email clicks from the same email. Looking at the prospect's audits, you see visitor association changes where the prospect forwarded the email to colleagues who clicked the link in the email causing the cookie intended for the original recipient to track the colleagues. Which of the following is not a Pardot best practice for preventing this issue in the future?

A. Use the "Forward to a friend" variable tag in Pardot emails
B. Enable Kiosk mode on the Pardot form
C. Enable the Pardot account setting "Prevent Cookie Crossing"
D. Enable the "Not You?" link to display on the Pardot form

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 39
Lenoxsoft currently has prospect data in another email-sending platform, and they want to migrate it over to Pardot. The system has a list of mailable prospects and a list of unmailable prospects who unsubscribed/opted-out that do NOT exist in Salesforce. The marketing team wants to make sure that they stay complaint with the permission-based Marketing Policy while maintaining their database of unsubscribed/opted out prospects when they migrate this data over to Pardot.
How should the data be imported?

A. Import all prospect data and create a suppression list.
B. Import only the list of mailable prospects in Pardot.
C. Import unavailable prospects in Pardot; perform permission pass.
D. Import unmailable prospects in Pardot; mark as global opt-out.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 40
Lenoxsoft is transitioning from their current marketing automation platform to Pardot. They have a landing page that they wish to migrate over to Pardot and need to understand what steps are involved in order to maintain the page's existing look and feel. What are the necessary first steps to migrate this landing page over to Pardot while maintaining the page's existing look and feel?

A. Import the HTML file into Pardot and apply it to the layout template
B. Create a Pardot landing page and import HTML from the landing page HTML
C. Create layout template and import HTML from the landing page URL
D. Import the HTML file into Pardot and apply it to the landing page

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 41
LenoxSoft has a training portal for customers. A Pardot page action changes a Prospect's Engagement custom field to Engaged for any prospects who views the page. Customer who regularly engage with the portal have more success with the platform, and those with low engagement have a high rate of attrition. To encourage engagement with the portal, Lenoxsoft wishes to use this custom field as the basis to develop a Training Engagement Program that encourages prospects to sign up for a live webinar which promotes the portal. They have the following requirements. - Prospects with no Engagement custom field value should be added to the Training Engagement Program - If Prospects register for the Webinar and view the training portal, they are removed from the Training Engagement Program What steps should Lenoxsoft take to achieve these requirements?

A. Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if:: Add to List

B. Create a dynamic list with the criteria :: Webinar:: Successful & Custom Prospect custom field:: engagement:: engaged :: Action of:: Remove from list Create an automation rule with the criteria :: Prospect custom field : engagement::
   blank:: Action if::
   Add to List

C. Create a completion action with the criteria :: Webinar:: Successful & Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from list Create an automation rule with the criteria :: Prospect custom field :
   engagement:: blank :: Action if::
   Add to List
   Create a segmentation rule with the criteria :: Webinar:: Successful & Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from list

D. Create an automation rule : Prospect custom field [Engagement] is blank | Add to List Create an automation rule: Prospect webinar is attended webinar AND Prospect custom field [Engagement] is engaged | Remove from list

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 42
LenoxSoft wants to add 50 points to the scores for prospects who attended a webinar last month.
How would you advise them to accomplish this?

A. Create a new automation rule.
B. Create a new segmentation rule.
C. Add a completion action to the form the prospects completed to register for the webinar.
D. Select all prospects in the webinar attendees table and use the table action at the bottom to add to their scores.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 43
LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site. Which sequence of steps should the Pardot Administrator take to automate this process?

A. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
B. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
D. Enable Visitor Filters for a specific IP range; Enable Page Actions to notify managers.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 44

LenoxSoft wants to measure their brand awareness to raise their brand recognition for their company. The company wants to use Pardot to increase the number of impressions across their online channels. Which are the best reports to monitor impressions to help measure LenoxSoft's brand awareness of a period of time?

A. Monitor no of visitors, social post enagements and natural search reports month over month
B. Monitor no of visitors, form conversion and email click-through rate reports month over month
C. Monitor no of prospects, social post enagements and paid search reports month over month
D. Monitor no of prospects, form submission and email open rate reports month over month

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 45
Lenoxsoft currently uses a manual sales engagement process where assigned users manually add leads to lists based on a lead status value of "New". The Sales Manager wishes to develop a Sales Engagement Program that streamlines this process and has the following requirements: - Only leads with a status of "New" can be added to the Program. A lead with a status of "In Progress" CANNOT be added. - Assigned users should be notified when a lead has opened an email. Based on the above requirements, which is the best way to segment prospects for Lenoxsoft's Sales Engagement Program?

A. Create a completion action based on the Lead Status field value.
B. Create a dynamic list based on the Lead Status field value
C. Create an automation rule based on the Lead Status field value
D. Create a segmentation rule based on the Lead Status field value

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 46
Which activity appears on a prospect's record when they submit a Pardot form named 'Contact Us' that resides on a Pardot landing page?

A. Pardot Successfully submitted the "Contact Us" landing page and form
B. Pardot Successfully submitted the "Contact Us" form
C. Nothing will display
D. Pardot Successfully submitted the "Contact Us" landing page.

Correct Answer: B
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 47
How are prospect that have started a wait step impacted when an entire engagement program is paused?

A. They will NOT continue to progress through the wait step and once the engagement program is resumed the wait step will start where it left off.
B. They will continue through the wait step until they hit the end of it and once the engagement program is resumed, the prospect will immediately move on to the next step even if the engagement program pause was shorter than the wait step.
C. They will NOT continue to progress through the wait step and once the egagement program is resumed, they will start the wait step from the beginning.
D. They will continue to progress through the wait step until they hit the end of it and once the engagement program resumed, if it has been beyond the length of the wait step logic, the prospect will immediately move on to the next step.

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 48
LenoxSoft's ideal buyer is a C-level executive with an employee base over 500. Their department should either be technology or finance. C-level is the best fit but managers should also be included as they may make purchasing decisions.
Which is the correct profile criteria for grading used to give the ideal buyer an "A" grade.

A. Job title - C-level 3/3 Job title - Manager 3/3 Size 3/3 Dept 3/3
B. Job title - C-level 3/3 Job title - Manager 3/3 Size 2/3 Dept 3/3
C. Job title - C-level 3/3 Job title - Manager 3/3 Size 3/3 Dept 2/3
D. Job title - C-level 3/3 Job title - Manager 2/3 Size 3/3 Dept 3/3

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 49
LenoxSoft's Salesforce org uses various record types for their business units. LenoxSoft wants all new data collected in Pardot to quickly be created in Salesforce with a single, specific record type. Which set of actions would ensure this behavior?

A. Automatically assign all prospects in Pardot and review the Salesforce Connector user's permissions.
B. Create an Engagement Program in Pardot and verify the Salesforce connector.
C. Manually assign all prospects in Pardot and verify the Salesforce connector
D. Regularly export data from Pardot and data load file into Salesforce

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 50
LenoxSoft has completed testing in a Salesforce Sandbox org. What steps will ensure a successful move to the Salesforce Production org?

A. Install the Pardot AppExchange package for Production Environments
B. Rename the Salesforce connector for the Sandbox org
C. Delete all data from the Sandbox org
D. Create a new Salesforce Connector for the Production org
E. Unverified and delete the Salesforce connector for the Sandbox org

Correct Answer: ADE
Section: (none)
Explanation

Explanation/Reference:
Explanation: