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QUESTION 1

LenoxSoft recently enabled Pardot Campaign Influence Attribution Models in Salesforce. They want to understand which campaigns their prospects are interacting with right before an opportunity closes.

Which Campaign Influence Attribution model should they reference to understand this?

A. First Touch Model

B. Even Attribution Model

C. Last Touch Model

D. Salesforce Model

Correct Answer: C

QUESTION 2

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

QUESTION 3

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

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QUESTION 4

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 5

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

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