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QUESTION 1

LenoxSoft\'s marketing team wants to use one repeating program to continually nurture cold and unengaged leads, but wants the content for the emails sent through the program to be tailored based on how many times the prospect has

entered the program.

They have decided to create a custom field called "Repeated Engagement" and increment that field by +1 each time a prospect enters the program.

Using this method, how should the team meet this need?

A. Create an automation rule that adds prospects to static lists to feed new programs after each entry.

B. Create dynamic content based on the "Repeated Engagement" field for use in the emails sent in the program.

C. Use rule steps to send prospects down unique paths in the program based on the "Repeated Engagement" field value.

D. Use the "Repeated Engagement" field to both suppress prospects from the original program and add them to new programs.

Correct Answer: B

QUESTION 2

LenoxSoft has two Pardot accounts: Account A and Account B. Both accounts are syncing with the same Salesforce org. Their marketing teams have consolidated and have decided to merge Account B into Account A. What action should they take to successfully complete the migration?

A. Include prospect activity history from Account B in their prospect import if they want to retain it.

B. Get a brand new Pardot org and migrate both Account A and Account B into it.

C. Export existing custom field mappings to import desired fields into Account A.

D. Manually rebuild any automations built in Account B in Account A.

Correct Answer: D

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QUESTION 3

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

QUESTION 4

LenoxSoft mentions that they would like to invest in a content strategy but is afraid they don\\'t have the resources.
What do you advise?

A. Start a company blog and promote a few high-quality pieces of content.

B. Post content from other websites on your own site.

C. Hire an agency to create content.

D. Focus on creating as much content as possible.

Correct Answer: A

QUESTION 5

Which two features would indicate LenoxSoft\\'s Pardot instance has been authenticated and is ready to send emails?
Choose 2 answers

A. A green check mark next to the domain key policy

B. A green check mark next to the FBS registration ID

C. A green check mark next to the Salesforce Connected user

D. A green check mark next to the domain SPF record

Correct Answer: AD

https://help.salesforce.com/articleView?id=pardot_email_authentication.htmandtype=0

QUESTION 6

which two considerations should be made when implementing an account-based marketing strategy?

Choose 2 answers

A. Account-based marketing completely replaces broad-based marketing.

B. Account-based marketing is only a good fit for certain industries.

C. Account-based marketing can be implemented in stages.

D. Account-based marketing personalizes experiences for prospects.

Correct Answer: CD

QUESTION 7

LenoxSoft operates in both North America and Europe and has separate Pardot Business Units (PBUs) for each country within each region. The Chief Marketing Officer who oversees both regions wants to ensure that the assets are as personalized as possible to their respective country.

What could LenoxSoft marketers create for each region to meet this requirement?

A. Assets that adhere to GDPR best practices in the European BUs and CAN-SPAM best practices in the North American BUs.

B. Multiple tracker domains within each BU that are country specific. Apply country relative tracker domains to assets delivered in each country.

C. A tracker domain that is not specific to any given region or country and apply it to the assets used in both the European and North American BUs.

D. A tracker domain specific to the European region and an additional tracker domain specific to the North American region.

Correct Answer: B

QUESTION 8

LenoxSoft wants to optimize asset usage while discovering new audiences. What tool should they use?

A. Einstein Lead Score

B. Einstein Campaign Insights

C. Pardot Business Units

D. Einstein Behavior Scoring

Correct Answer: B

https://help.salesforce.com/articleView?id=sf.pardot_einstein_campaign_insights.htmandtype =5

QUESTION 9

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:

1.

 New prospects are added to the New Lead engagement program and remain until they reach a score of 100

2.

 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

QUESTION 10

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

QUESTION 11

One of LenoxSoft\\'s goals is to effectively use engagement studio programs to continuously reengage cold leads until they become active. To do so, the marketing team needs to build a list of cold prospects.

What is the optimal use case to segment these prospects?

A. Run an Automation rule where the criteria is " Prospect Time Last activity Days ago is greater than 90 day."

B. Run a Segmentation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 days".

C. Run a Dynamic List where the criteria is "Prospect Time Created Days ago is greater than 90".

D. Run a Dynamic List where the criteria is "Prospect Time Last activity Days ago is greater than 90".

Correct Answer: C

QUESTION 12

"A user is looking at the Engagement History Custom Lightning Component on a lead or contact record and wants to understand recent activities.

Which two types of activities would display in the lightning component?

Choose 2 answers

A. Prospect was deleted by a user

B. Prospect unsubscribed from an email

C. Prospect replied to an email

D. Prospect viewed a landing page

Correct Answer: BD

QUESTION 13

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

QUESTION 14

How many CRM connectors can be active simultaneously in Pardot?

A. One each type

B. Many, but only Salesforce

C. One

D. There are no restrictions about that

Correct Answer: C

QUESTION 15

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

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