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QUESTION 1

Lenoxsoft has a product line that is business to consumer. They use the Lead object, but the Contact and Account objects are combined. The Pardot Administrator wants to enable person accounts and understand how this configuration affects the syncing from Pardot to Salesforce. Given default Pardot and Salesforce syncing behavior, which statement is correct when Person Account are enabled?

- A. Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with contact and account.
- B. Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with the person account.
- C. The Salesforce contact level and account level fields will only sync with prospect fields in Pardot.
- D. The Salesforce person account record will only sync with the prospect record in Pardot.

Correct Answer: B

QUESTION 2

What is available to choose within Repeat Rule?

- A. Days before eligible to repeat rule
- B. Limit rule matches
- C. Certain Prospects
- D. Repetition Order

Correct Answer: AB

QUESTION 3

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 4

How could the prospect field `Pardot Hard Bounce\\` be updated so a prospect becomes mailable?

- A. Update the "Opt Out" field on the prospect record
- B. Remove the value in the `Pardot Hard Bounce\\` field
- C. Change the email address to a valid email address
- D. Clear the "Do Not Email" field on the prospect record

Correct Answer: D

QUESTION 5

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

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