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QUESTION 1

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

QUESTION 2

Which standard connectors can be activated in Pardot [Choose two answers]

- A. Survey Monkey
- B. Youtube
- C. GoToWebinar
- D. Olark

Correct Answer: CD

QUESTION 3

A Pardot administrator finds that all of the email addresses for their Pardot users have changed. What would be the root cause of this change?

- A. Import and update users
- B. Table action updated users
- C. Pardot Admin changed each email address
- D. User sync mapped email address

Correct Answer: A

QUESTION 4



What is critical in achieving good email deliverability?

- A. Having a text only version of email content
- B. Sending email through dedicated IP
- C. Setting up email authentication
- D. Using personalization in email content

Correct Answer: C

QUESTION 5

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

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