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QUESTION 1

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 and 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 ?Submissionandp; prospect status field

Correct Answer: D

QUESTION 2

LenoxSoft has two business units (BUs): one that operates in France and another that operates in the United States. Salesforce users speak the language that aligns to their BU, and have Salesforce user profiles specific to their respective BU (ex. "France Marketer").

What steps should the Pardot administrator take to align the Pardot user interface with the Salesforce user interface?

- A. Create Pardot users by importing them into Pardot with their language preferences included in the CSV import file.
- B. Create Pardot users manually and allow each user\\'s language to be inherited from the BU\\'s language preference in Account Settings.
- C. Create Pardot users manually and set each user\\'s language preference based on the BU and language they speak.
- D. Create Pardot users through Salesforce User Sync in each BU and allow the user\\'s language to be inherited from Salesforce.

Correct Answer: D

QUESTION 3

LenoxSoft wants to use Salesforce to report on warm leads that are not yet marketing qualified. Once the leads become marketing qualified, the team wants to ensure the leads are routed correctly with the assigned user being correctly reflected in Pardot.

How could these requirements be met?

- A. Develop a Salesforce report that is only shared with Marketing users then use completion actions to assign leads.
- B. Assign to queue that Marketing users own then use active assignment rules to reassign the leads.



- C. Define market data sharing rules so Marketing can see prospects then use automation rules to assign the leads.
- D. Create a list of prospects that only Marketing users can see then use user queues to reassign the leads.

Correct Answer: B

QUESTION 4

Which is true about Visitor Filters?

- A. Use filters to exclude some types of visits, clicks, or other actions from your campaign results and email notifications
- B. You can the filter by IP
- C. You can filter by a hostname
- D. You can filter by a hostname wildcard
- E. You can\\'t filter your own company IP

Correct Answer: ABCD

QUESTION 5

What is true about grading? [Choose two answers]

- A. A prospect can be associated to multiple profiles.
- B. You cannot change the default profile criteria
- C. Matching or unmatching a criteria will result in an increase or decrease of the grade by , or 3/3 of a grade.
- D. All prospects start with a grade of D.

Correct Answer: CD

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