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QUESTION 1

Upon provisioning Pardot, LenoxSoft's Salesforce administrator identifies that a new user, B2BMA Integration, is created. What would be the explanation for this new user?

- A. B2BMA Integration is an automatically provisioned user that sends data to Einstein Analytics for B2B Marketing.
- B. B2BMA Integration is an automatically provisioned user that enables user sync from Salesforce to Pardot.
- C. B2BMA Integration is an automatically provisioned user that connects to Salesforce to sync data.
- D. B2BMA Integration is an automatically provisioned user that creates Engagement History objects in Salesforce.

Correct Answer: C

QUESTION 2

Prior to starting implementation, LenoxSoft wishes to consolidate all their data within Salesforce. They currently use three different systems, including Salesforce, to manage their customer data. All data does NOT currently reside in one system, and Lenoxsoft wants Salesforce to be the primary system for customer records.

What is the first step Lenoxsoft should take to allow Salesforce to become the primary recordholder?

- A. Add custom prospect fields to Pardot and map to Salesforce.
- B. Import and merge existing records from all systems to Pardot
- C. Import and merge existing records from all systems to Salesforce
- D. Add custom account fields to Pardot and map to Salesforce

Correct Answer: C

QUESTION 3

A customer has a CSV file of existing leads and contacts they want to import into Pardot as new prospects. Their Salesforce org contains duplicate leads and contacts with the same email address. They want to make sure the newly created prospects in Pardot are linked to specific lead and contact records in Salesforce. Their Pardot account allows multiple prospects with the same email address.

What import method should be recommended?

- A. Match records by CRM ID
- B. Match records by Account ID
- C. Match records by fuzzy match rules
- D. Q Match records by email address

Correct Answer: A



QUESTION 4

Which are true about Salesforce Engage?

- A. Before you can set up Salesforce Engage, you must have a verified Salesforce-Pardot connector
- B. Salesforce Engage is not supported for Salesforce sandbox accounts
- C. Salesforce Engage is an app mainly for Sales to stay up to date with Prospect actions
- D. You can download Salesforce Engage App on your desktop or phone (Mac,Windows)
- E. You can use Salesforce Engage with Gmail by downloading an extension

Correct Answer: ABCDE

QUESTION 5

LenoxSoft has a service portal for customers. A Pardot page action set by the admin will change a prospects engagement custom field to "Engaged" for any prospect who views this service portal page. Customers who visit this portal more often have a higher company satisfaction rate. Those who rarely visit the portal have a high rate of attrition. LenoxSoft wants to encourage customers to engage with the service portal and has the following requirements: * Prospects with no Engagement custom field value should be added to the Engagement Program. * If prospects registers for an upcoming webinar and views the training portal they should be removed from the engagement program.

What steps do you recommend to achieve those requirements?

- A. Automation Rule with blank criteria and add action and Automation rules with attended webinar and remove action
- B. Automation Rule with blank criteria and add action and Dynamic List with attended webinar and remove action
- C. Automation Rule with blank criteria and add action and Completion action rules with attended webinar and remove action
- D. Automation Rule with blank criteria and add action and segmentation rules with attended webinar and remove action

Correct Answer: A

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