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QUESTION 1

LenoxSoft would like to send out non-marketing emails to certain prospects who have opted-out. From their previous experience working with Pardot at another company, they know that it is a simple process to \\'Enable Operational Email Sending1 for their account. They have a tight deadline, and they need you to grant them access over the phone.

Which of the following would be the appropriate course of action to take?

A. Notify LenoxSoft that sending non-marketing emails to opted-out prospects is in violation of US CAN-SPAM laws.

B. After being given their consent, go into their Pardot account settings and enable operational emails sending.

C. Inform LenoxSoft that they need to contact the Client Advocate Team and to mention in their request to enable operational email sending that it is for non-marketing purposes.

D. Inform LenoxSoft that you would require written confirmation that they intend to use this feature for non marketing purposes prior to enabling the setting for them.

Correct Answer: C

QUESTION 2

What should be used to match users between Salesforce and Pardot when enabling User sync?

A. User email address

B. Pardot user ID

C. Salesforce username

D. CRM ID

Correct Answer: C

QUESTION 3

LenoxSoft recently enabled Pardot Campaign Influence Attribution Models in Salesforce. They want to understand which campaigns their prospects are interacting with right before an opportunity closes.

Which Campaign Influence Attribution model should they reference to understand this?

A. First Touch Model

B. Even Attribution Model

C. Last Touch Model

D. Salesforce Model

Correct Answer: C

QUESTION 4

You have setup an automation rule to add 50 points to prospects who have had activity in the last 30 days and have submitted a specific landing page. You decide that you want to change this up to reflect more recent activity and open it up to all landing pages. You edit the rule criteria to reflect prospect last activity of 10 days or less and submission of any landing page and update the action to add 75 points instead.

Which of the following statements is true?

A. For all prospects who have already matched, no new actions will be applied.

B. For all prospects who have already matched the rule, they will receive the 75 point completion action instead of the 50 points they already received.

C. For prospects who have already matched but also meet the new criteria, they will receive the 75 points in addition to the 50 points they already received.

D. For all prospects who have already matched the rule, they will receive the 75 point completion action in addition to the 50 points they already received.

Correct Answer: A

QUESTION 5

Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited the pricing page. Which automation tool would best achieve this?

A. Create a form with a Completion Action to send a pricing sheet.

B. Create a Dynamic List based on page view to segment automatically

C. Create a special campaign to track pricing page views.

D. Create a Page Action set to Tag prospects as having viewed it and add them to a list.

Correct Answer: D