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### QUESTION 1

LenoxSoft's marketing manager needs to determine the number of submissions that have come through a form on a Pardot landing page. Which two places could this information be found? Choose 2 answers

- A. The sum of total conversions from the form and landing page reports.
- B. The Engagement Dashboard in B2B Marketing Analytics.
- C. The total submissions reflected on the landing page report in Pardot.
- D. The total submissions reflected on the form report in Pardot.

Correct Answer: BC

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### 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

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### QUESTION 3

What three features in Pardot can utilize Handlebars Merge Language (HML) merge fields? Choose 3 answers

- A. User Notifications
- B. Social Posts
- C. Dynamic Content
- D. User Signatures
- E. Email Templates

Correct Answer: CDE

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#### QUESTION 4

LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Pardot to ensure a high deliverability rate in their initial Pardot email sends. Choose 2

- A. The date LenoxSoft last compared data between the email provider and Salesforce
- B. How many emails a month were sent from the current email provider
- C. When was the last time a prospect was emailed in their current email provider.
- D. Identify the currently mailable and unmailable prospects in their current email provider.

Correct Answer: CD

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#### QUESTION 5

When mapping fields between Pardot and Salesforce how can you control the synchronization? [Choose one answer]

- A. Use Salesforce's value
- B. Use Pardot's value
- C. Use the most recently updated record
- D. All of the above

Correct Answer: D

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