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### QUESTION 1

Select available Webinar Scoring Rules

- A. Webinar Attended
- B. Webinar Invited
- C. Webinar Refusal
- D. Webinar Registered

Correct Answer: ABD

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### QUESTION 2

LenoxSoft noticed they are getting a much higher unsubscribe rate and suspect it is due to bot activity. What should a consultant recommend to help prevent automatic unsubscribes from email scanners?

- A. Enable two-click unsubscribe in Pardot.
- B. Move the unsubscribe link to the header of the email instead of the footer.
- C. Immediately send prospects the resubscribe email template.
- D. Apply a

tag to the unsubscribe link so scanners ignore it.

Correct Answer: B

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### QUESTION 3

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 ?Submissioandp; prospect status field

Correct Answer: D

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#### QUESTION 4

Monthly cost of Salesforce Engage is

- A. 50\$
- B. 100\$
- C. It's always free
- D. 15\$

Correct Answer: A

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#### QUESTION 5

LenoxSoft using Pardot Pro is rolling out a new lead generation campaign where prospects register for a trade show on a Pardot-hosted landing page. The consultant suggests creating two versions of the landing page and using a multivariate test, but LenoxSoft is unfamiliar with the feature.

What is the primary benefits of using a multivariate test in this campaign?

- A. Pardot will automatically send underperforming landing page to recycle bin
- B. Pardot will automatically populate personalized information of each unique prospect.
- C. Pardot will give you content ideas for each landing page.
- D. Pardot will determine which version of the landing page generated most conversions

Correct Answer: D

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