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QUESTION 1

When is a prospect automatically removed from future email sends?

A. Soft Bounce

B. Hard Bounce

C. Any Bounce

D. None

E. After 5 Soft Bounces

Correct Answer: BE

QUESTION 2

LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in.

Which field type should they leverage?

A. Multi-Select

B. Checkbox

C. Dropdown

D. TextArea

Correct Answer: C

QUESTION 3

Which Salesforce custom fields will sync with Pardot?

A. Custom Record Type fields

B. Custom Prospect fields

C. Custom Account fields

D. Custom Opportunityfields

Correct Answer: BCD

QUESTION 4

Automation Rules	Segmentation Rules
Offer the most comprehensive set of actions	Offer limited actions (that all deal with building lists and campaigns)
Run continuously	Run once

A marketer wants to create different Pardot lists to correspond with the different stages of the buying cycle.

When an Opportunity stage changes in Salesforce. the prospect list membership automatically updates to reflect that m Pardot. example, ifan opportunity moves from Negotiations to Closed Won, the prospects associated with that opportunity.

Should be removed from the Negotiations list, and added to the Closed won list.

How could the marketer accomplish this?

A. Completion Action

B. Page Action

C. Automation Rule

D. Dynamic List

Correct Answer: D

QUESTION 5

A client submits their Pardot form to test the form\\'s completion actions. After they submit the form, none of the completion actions are applied to their prospect record. What explanation do you give as to why the actions did not occur?

A. The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors.

B. The \\'email\\' form field was set up to exclude free email addresses, so even though they submitted the form successfully, the Gmail address they used prevented the completion actions from running.

C. The client did not un-pause the completion actions.

D. Kiosk mode was enabled on the form, so completion actions did not run.

Correct Answer: A

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