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QUESTION 1

LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Pardot marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer

A. Create an automation rule that adds prospects to a list with the criteria Prospect time ::last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

B. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

C. Create a segmentation list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects.

D. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects

Correct Answer: A

QUESTION 2

A marketer performs the following actions:

1.

Creates a list and adds three prospects

2.

Deletes one of the three prospects to the Recycle Bin

3.

Deletes the list

What would happen as a result of these actions?

A. The list is archived to the Recycle Bin and the deleted prospect is restored.

B. The list is not deleted because it contains active prospects.

C. The list and the two remaining prospects are archived to the Recycle Bin.

D. The list is archived to the Recycle Bin, but the two remaining prospects are not deleted.

Correct Answer: D

QUESTION 3

If a form is added to a landing page, where will the submissions be reported?

A. On the landing page

B. On the form

C. On the landing page\\'s layout template

D. On the form\\'s layout template

Correct Answer: B

QUESTION 4

A Pardot form is placed onto a Pardot landing page to register prospects for an upcoming tradeshow. A Pardot administrator wants to know how many unique submissions they have so far.

Which report should they check to see the number of unique submissions for the form on the landing page?

A. Form handler report

B. Event report

C. Form report

D. Landing page report

Correct Answer: D

QUESTION 5

What causes a sync from Salesforce to Pardot?

A. Updating a formula field in Salesforce

B. Updating the record\\'s assigned owner

C. Prospect opens one to one email

D. Updating a field on a contact record that does not have an email address

Correct Answer: B