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QUESTION 1

Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.

- A. The Grade as it includes personal information about the prospect.
- B. The Profile as It reflects LenoxSoft\'s ideal customer.
- C. The Campaign as it references the prospect\'s first touch point.
- D. The Score as it shows activities taken by the prospect.

Correct Answer: D

QUESTION 2

What is needed for a page action to trigger for a prospect visiting a high value web page?

- A. Create an automation rule based on the specific webpage.
- B. Add a completion action on the landing page.
- C. Adding a page action and Pardot tracking code on the page.
- D. Adding a page action on the form.

Correct Answer: C

QUESTION 3

Your client is looking for a way to increase the quality of leads that are being passed from marketing to sales. What advice do you offer?

- A. Only pass on leads that are very active on your site no matter the company profile.
- B. Implement a blended lead scoring and grading system.
- C. Automatically assign all leads to sales reps in a round-robin system.
- D. Add more landing pages and forms to your site to increase the number of conversion opportunities.

Correct Answer: B

QUESTION 4

A Pardot administrator wants to use progressive profiling to collect information on a prospect over time.

What It the recommended Pardot asset to use?



- A. Pardot landing page without a form
- B. Pardot form
- C. Pardot form handler
- D. Third party form

Correct Answer: B

QUESTION 5

What does the gear icon on the prospect list allow you to do?

- A. Copy
- B. Assign
- C. Delete
- D. Edit

Correct Answer: BCD

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