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QUESTION 1

A user is experiencing errors when trying to save their email.

What three items should they check for in order to successfully save their email draft? Choose 3 answers

- A. The email contains a text version
- B. The email contains at least one variable tag
- C. The email uses dynamic content
- D. The email designates a general or specific sender
- E. The email contains an unsubscribe link

Correct Answer: ADE

QUESTION 2

A user creates and resumes a new automation rule.

Which two statements are true about that rule?

Choose 2 answers

- A. The rule will run once and must be re-run for prospects to match again.
- B. The rule will continuously look for prospects who match the criteria.
- C. The rule will evaluate their entire prospect database for matches.
- D. The rule will unmatch prospects that no longer match the criteria.

Correct Answer: BC

QUESTION 3

Which two requirements must be met in order to have both the Lead and a Contact field sync with the same Pardot prospect field? Choose 2 answers

- A. The Lead and Contact fields must have the same API name.
- B. The Pardot field must be mapped to the Salesforce field.
- C. The Lead and Contact fields must have the same Salesforce field label.
- D. The Pardot field must be a drop-down field.

Correct Answer: AB



QUESTION 4

LenoxSoft wants to use their product interest field on a demo request form. They would like to display the phrase "which product most interests you?"

" for their product interest field.

Which field component should they modify?

- A. The prospect field
- B. The field data format
- C. The prospect field label
- D. The field type

Correct Answer: C

QUESTION 5

After a prospect completes steps 1-5 of a 10 step engagement studio program, the prospect is added to one of the engagement studio program's suppression lists.

What will happen if the prospect is removed from the suppression list?

- A. The prospect will begin the engagement studio program again on step 1.
- B. The prospect will be also be removed from the recipient list of the program.
- C. The prospect will continue on the engagement studio program onto step 5.
- D. The prospect will continue on the engagement studio program onto step 6.

Correct Answer: D

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