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QUESTION 1

What can the GoToWebinar connector do?

A. Register prospects for GoToWebinar events

B. Display how long a prospect watched a webinar

C. Automatically pull in prospects who exist in GoToWebinar but not Pardot

D. Display registrations and attendance as activities

E. Pulls in Pardot emails to use in GoToWebinar

Correct Answer: ACD

QUESTION 2

Your company has a field in Salesforce that captures product preferences, and you\\'d like to use that information in Pardot. You should:

A. Create a custom field in Pardot and map it to the corresponding field in Salesforce.

B. Export the field information from Salesforce and import it into Pardot.

C. Select a default field in Pardot to map to the desired field in Salesforce.

D. Manually update prospect records to reflect their product preferences.

Correct Answer: A

QUESTION 3

Which Pardot feature should be used to track prospect access to a file hosted outside of Pardot?

A. Custom redirect

B. Page action

C. Landing page

D. Engagement program

Correct Answer: A

QUESTION 4

Prior to starting implementation, LenoxSoft wishes to consolidate all their data within Salesforce. They currently use three different systems, including Salesforce, to manage their customer data. All data does NOT currently reside in one

system, and Lenoxsoft wants Salesforce to be the primary system for customer records.

What is the first step Lenoxsoft should take to allow Salesforce to become the primary recordholder?

A. Add custom account fields to Pardot and map to Salesforce

B. Import and merge existing records from all systems to Salesforce

C. Import and merge existing records from all systems to Pardot

D. Add custom prospect fields to Pardot and map to Salesforce

Correct Answer: B

QUESTION 5

Where would an administrator go to check if the Email Sending Domains are set up properly after updating the DNS?

A. The Dashboard

B. The Sent Emails Page

C. The System Preferences Page

D. Admin-Domain Management

Correct Answer: D

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