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QUESTION 1

LenoxSoft just purchased Pardot and will be migrating to Pardot from another marketing automation tool. On the initial kickoff call, the Marketing Manager shares their existing tool's contract ends in 3 weeks. Given the accelerated timeframe, what is the recommended first step?

- A. Install the Salesforce AppExchange Package and verify the Salesforce connector
- B. Complete the technical setup items and create Pardot users. Conduct a Strengths Weaknesses Opportunities and Threats (SWOT) analysis of their current marketing strategies
- C. Export all the data and assets from the existing tool
- D. Salesforce Connector User has Read1 permission to the custom object

Correct Answer: C

QUESTION 2

What is essential to setup when you are implementing Pardot for the first time? [Choose three answers]

- A. Create and add a tracking code to the website
- B. Setup DNS for each used domain and validate the connection
- C. Setup tracker subdomain and validate it
- D. Choose which sender IP to use

Correct Answer: ABC

QUESTION 3

Which is true about Visitor Filters?

- A. Use filters to exclude some types of visits, clicks, or other actions from your campaign results and email notifications
- B. You can filter by IP
- C. You can filter by a hostname
- D. You can filter by a hostname wildcard
- E. You can't filter your own company IP

Correct Answer: ABCD

QUESTION 4



LenoxSoft has two business units (BUs): one that operates in France and another that operates in the United States. Salesforce users speak the language that aligns to their BU, and have Salesforce user profiles specific to their respective BU (ex. "France Marketer").

What steps should the Pardot administrator take to align the Pardot user interface with the Salesforce user interface?

- A. Create Pardot users by importing them into Pardot with their language preferences included in the CSV import file.
- B. Create Pardot users manually and allow each user's language to be inherited from the BU's language preference in Account Settings.
- C. Create Pardot users manually and set each user's language preference based on the BU and language they speak.
- D. Create Pardot users through Salesforce User Sync in each BU and allow the user's language to be inherited from Salesforce.

Correct Answer: D

QUESTION 5

Lenoxsoft currently uses a manual sales engagement process where assigned users manually add leads to lists based on a lead status value of "New". The Sales Manager wishes to develop a Sales Engagement Program that streamlines this process and has the following requirements: - Only leads with a status of "New" can be added to the Program. A lead with a status of "In Progress" CANNOT be added. - Assigned users should be notified when a lead has opened an email.

Based on the above requirements, which is the best way to segment prospects for Lenoxsoft's Sales Engagement Program?

- A. Create a completion action based on the Lead Status field value.
- B. Create a dynamic list based on the Lead Status field value
- C. Create an automation rule based on the Lead Status field value
- D. Create a segmentation rule based on the Lead Status field value

Correct Answer: B

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