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#### QUESTION 1

One of LenoxSoft's goals is to effectively use engagement studio programs to continuously reengage cold leads until they become active. To do so, the marketing team needs to build a list of cold prospects.

What is the optimal use case to segment these prospects?

- A. Run an Automation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 day."
- B. Run a Segmentation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 days".
- C. Run a Dynamic List where the criteria is "Prospect Time Created Days ago is greater than 90".
- D. Run a Dynamic List where the criteria is "Prospect Time Last activity Days ago is greater than 90".

Correct Answer: C

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#### QUESTION 2

What access should sales and marketing users have to access embedded analytics dashboards?

- A. The "Analytics View Only Embedded App" permission set license
- B. Pardot Administrator user role and the Pardot Permission set assigned
- C. Pardot Permission Set and "View Reports" Pardot user permission
- D. Pardot user connected to a Salesforce user through User Sync

Correct Answer: A

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#### QUESTION 3

Which actions can be achieved with completion actions? [Choose three answers]

- A. Assign to queue
- B. Notify account owner
- C. Set profile
- D. Increment prospect field value

Correct Answer: ACD

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#### QUESTION 4

LenoxSoft wants to create a re-engagement program that will nurture prospects if they're last activity is greater than 90 days. Once they begin the re-engagement program, if they become active, the prospects need to remain in the program.



Which solution would you recommend ?

- A. Dynamic List
- B. Test List
- C. Static or Dynamic list
- D. Static List

Correct Answer: D

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#### QUESTION 5

Select available Social Posting Connectors

- A. Facebook
- B. Twitter
- C. LinkedIn
- D. Zone
- E. WhatsApp
- F. Instagram
- G. Tumblr

Correct Answer: ABC

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