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QUESTION 1

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- A. Send using the form's completion actions.
- B. Send using an automation rule
- C. Use a dynamic list to use as a recipient list on an email send.
- D. Send using a segmentation rule.

Correct Answer: A

QUESTION 2

"If an organization has several Pardot users who require direct login access to pi.pardot.com, what should be done before enabling user sync?

- A. Create a custom user role for Pardot Only users in Pardot.
- B. Make sure the CRM username field on user records are empty.
- C. Set the users as Marketing user roles in Pardot before enabling user sync.
- D. Delete and recreate the specific users after enabling user sync.

Correct Answer: B

QUESTION 3

There is Custom Field Type in Pardot called Email

- A. True
- B. False

Correct Answer: B

QUESTION 4

What factors are involved in determining email deliverability?

- A. Sender Policy Framework (SPF)
- B. Domain Keys
- C. Sender ID



D. Whitelist

E. CAN-SPAM

Correct Answer: ABE

QUESTION 5

LenoxSoft currently operates with two Pardot Business Units (PBUs), one for their United States division and another for their European division. In the new year, each business unit (BU) is planning on building the same set of marketing assets and will use them to run the similar campaigns.

Once connected campaigns have been enabled, what approach should be recommended?

A. Create a campaign that is related to both BUs > Create a new dataset in B2B Marketing Analytics that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs

B. Add the Engagement History component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two child campaigns, each related to a single BU > Enable "Include child campaigns" on the parent campaign

C. Add the Einstein Campaign Insights component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two child campaigns, each related to a single BU > Enable "Include child campaigns" on the parent campaign

D. Create a separate campaign for each BU > Create a new dataset in Salesforce reports that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs

Correct Answer: B

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