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QUESTION 1

LenoxSoft does not use the Leads object in their Salesforce instance. This requires Pardot to create Contacts only if a new prospect record is created in Pardot and then assigned to a sales user. The sales manager also requires assignments to be distributed evenly across the sales teams.

How should LenoxSoft get started?

- A. Build a Dynamic List looking for new prospects and create an Automation rule to assign members of that list via Salesforce Assignment rules as contacts.
- B. Build an Automation rule looking for new prospects and add new records to Salesforce as contacts and assign via Salesforce Assignment rules.
- C. Enable the reverse sync feature through Pardot Support and create an Automation rule to assign prospects to a user in a group.
- D. Enable the appropriate "optional Salesforce connector setting" and create an Automation rule to assign to a sales user.

Correct Answer: C

QUESTION 2

Is it possible to split Dynamic List to other Dynamic Lists?

- A. True
- B. False

Correct Answer: B

QUESTION 3

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

QUESTION 4



LenoxSoft wants to add 50 points to the scores for prospects who attended a webinar last month. How would you advise them to accomplish this?

- A. Create a new automation rule.
- B. Create a new segmentation rule.
- C. Add a completion action to the form the prospects completed to register for the webinar.
- D. Select all prospects in the webinar attendees table and use the table action at the bottom to add to their scores.

Correct Answer: A

QUESTION 5

LenoxSoft wants to assign all new leads coming through their "Request a Demo" form and immediately notify the sales team to follow up via phone call within 3 days. Which assignment workflow would meet these requirements?

- A. Add form completion actions to first assign to the user and then to create a Salesforce task.
- B. Add form completion actions to first assign to the assigned user and then to notify the user.
- C. Add form completion actions to add to the engagement studio program and notify the assigned user.
- D. Add form completion actions to send customized email with a call reminder to the sales user.

Correct Answer: A

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