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QUESTION 1

LenoxSoft has two Pardot accounts: Account A and Account B. Both accounts are syncing with the same Salesforce org. Their marketing teams have consolidated and have decided to merge Account B into Account A. What action should they take to successfully complete the migration?

- A. Include prospect activity history from Account B in their prospect import if they want to retain it.
- B. Get a brand new Pardot org and migrate both Account A and Account B into it.
- C. Export existing custom field mappings to import desired fields into Account A.
- D. Manually rebuild any automations built in Account B in Account A.

Correct Answer: D

<https://help.salesforce.com/articleView?id=000318300andtype=1andmode=1>

QUESTION 2

You decide to build an automation rule to automatically allow prospects to match the "Title" criteria in your grade profile. You need to capture all prospects with any form of Vice President in their job title but want to exclude ones who are currently on any of your suppression lists. Which of the following sets of rule criteria will accomplish this?

- A. Match ALL overall logic: Prospect List > Isn't > suppression List A; B; C; D Prospect default field > Title > contains > Vice President; VP
- B. Match ALL overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > IS > Vice President
- C. Match ANY overall logic: Rule Group1: Match All Prospect List > Isn't > Suppression List A; B; C; D Rule Group2: Match All Prospect default field > Title > contains > Vice President; VP
- D. Match ANY overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > contains > Vice President; VP

Correct Answer: C

QUESTION 3

Which are true about Engagement Program?

- A. If a prospect is removed from a list that a program uses, that prospect stops moving through the program
- B. If you remove a prospect from a program's recipient list, and then add the prospect back later, they start where they left off in the program
- C. If a prospect opts out of a list used for a program, they still move through the program, but don't receive program emails
- D. When no new prospects are added to or processed in a program for 30 days, it becomes inactive



E. When merged prospects are members of the same engagement program, it's possible for one to skip steps or move through the same step twice. The new master prospect restarts a program from the step that any of its merged prospects touched most recently

F. A single rule step can evaluate up to five conditions

G. When no new prospects are added to or processed in a program for 365 days, it becomes inactive

Correct Answer: ABCDEF

QUESTION 4

Select available Social Media Connectors

A. Twitter

B. Facebook

C. CD LinkedIn

D. AddThis

E. FullContact

Correct Answer: DE

QUESTION 5

A customer is placing Pardot tracking code on their website and doesn't understand how first-party tracking differs from third-party tracking.

How would a consultant explain the difference?

A. First-party tracking is not an option in Pardot, while third-party tracking is.

B. First-party tracking is domain-based while third-party tracking is campaign-based.

C. First-party tracking tracks prospects across different website domains, while third-party tracking does not.

D. First-party tracking does not use cookies, while third-party tracking does.

Correct Answer: C

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