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QUESTION 1

"LenoxSoft is releasing a critical system change that requires their customers to take action in order to avoid service interruption.

How could they communicate this to all Pardot prospects?

- A. Send an automated operational email to all prospects.
- B. Send Engage emails to all prospect who are opted in.
- C. Send a list email to all prospects who are opted in.
- D. Send an operational email to all prospects.

Correct Answer: D

QUESTION 2

"LenoxSoft wants to send an email to existing customers about a new product offering and will be using Handlebars Merge Language (HML) merge fields to personalize the email content. They are concerned some of the recipient prospect records may not have all of the fields populated that will be used to personalize the content.

What two options could be implemented to prevent empty field values from appearing in the email?

Choose 2 answers

- A. Define default mail merge values for fields
- B. Use HML conditional logic statements
- C. Use HML merge field modifiers
- D. Define page actions to replace field values

Correct Answer: D

QUESTION 3

LenoxSoft has two primary groups of contacts in their Salesforce account, managed separately using Pardot Business Units (PBUs). They have one marketing team that needs to manage campaigns for both business units (BUs).

How should this be configured?

- A. Create Pardot user records in one business unit, then use the business unit switcher to access each account.
- B. Create multiple Salesforce users with the same email address connected to one Pardot user, then use the business unit switcher.
- C. Create one Salesforce user connected to one Pardot user, then use Pardot user groups to use the business unit switcher.



D. Create Pardot user records in each business unit connected to the same Salesforce users, then use the business unit switcher.

Correct Answer: D

QUESTION 4

Which editions of Pardot provides Business Units and Einstein functionalities

- A. All
- B. Pardot Plus Edition and Pardot Advanced Edition
- C. Only Pardot Advanced Edition and it includes unlimited Business Units
- D. Only Pardot Advanced Edition and it includes 2 Business Units, then each subsequent costs 2 000\$/month

Correct Answer: D

QUESTION 5

Recommend a model to route qualified and unqualified leads across the business. Place in order from most qualified to least qualified lead. A- Low Grade | Low Score B- .High Grade | Low Score C- .High Grade | High Score D- Low Grade | High Score

- A. CDAB
- B. ABDC
- C. CBDA
- D. CDBA

Correct Answer: D

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