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QUESTION 1

A custom redirect has a completion action to add a tag of "clicked" to all prospects that click it. An unknown visitor clicks on the link and then fills out the form as Bob. A prospect also clicks on the link and fills out a form as Kate.

Which three things will affect the prospect records based on these activities? (Choose three answers.)

A. Bob\\'s prospect record will have a tag of "clicked" applied to it.

B. Bob\\'s prospect record will show him clicking on the link and filling out the form.

C. Kate\\'s prospect record will show her clicking on the link and filling out the form.

D. Kate\\'s prospect record will have a tag of "clicked" applied to it.

E. Bob\\'s visitor record will have a tag of "clicked" applied to it.

Correct Answer: BCD

QUESTION 2

Which two actions can be used to change a prospect\\'s Pardot campaign? (Choose two answers.)

A. Create an automation rule to change Pardot campaign for prospects meeting certain criteria.

B. Add the prospect to a static list.

C. Create a segmentation rule to change the Pardot campaign for prospects meeting certain criteria.

D. Manually change the prospect\\'s Pardot campaign when editing the prospect record.

Correct Answer: AD

QUESTION 3

A marketing user wants to test two similar versions of an email to see which one performs better. How should they run this test?

A. Send one version to the list now, another to the same list later, and then compare the results to determine a winner based on clicks or opens.

B. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on event signups.

C. Send the two versions to two different lists, and then compare the results to determine a winner based on clicks or opens.

D. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens.

Correct Answer: D

QUESTION 4

Which Salesforce custom fields will sync with Pardot?

A. Custom Record Type fields

B. Custom Prospect fields

C. Custom Account fields

D. Custom Opportunityfields

Correct Answer: BCD

QUESTION 5

What is the expected behavior if an automation rule is NOT set to repeat?

A. The prospect can match the criteria multiple times and the action runs each time.

B. The action can only run once per day on the prospect.

C. The prospect matches the criteria once, but the action runs multiple times.

D. The prospect matches the criteria once and the action runs once.

Correct Answer: C

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