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Question 1

Question Type: MultipleChoice

Which two considerations should be kept in mind when using completion actions for list emails? Choose 2 answers

Options:

- A- Completion actions based on email link clicks only execute once per prospect.
- B- Completion actions based on link clicks do not trigger on unsubscribe links or email preference page clicks.
- C- Completion actions based on email opens will retroactively apply if added after the email send.
- D- Completion actions based on image file downloads only execute once per day.

Answer:

A, C

Question 2

Question Type: MultipleChoice

What should be enabled on a Pardot form if an Administrator wants to sign many people up on the same computer at a trade show booth?

Options:

- A- reCAPTCHA
- B- Kiosk/Data Entry Mode
- C- Progressive Profiling
- D- "Not you"? Link

Answer:

B

Question 3

Question Type: MultipleChoice

A prospect believed to be on a drip program did not receive an email. What troubleshooting step could an Administrator take to determine why the prospect did not receive the email?

Choose 3 answers

Options:

- A-** Check the Profile tab to make sure the prospect has the right drip program profile.
- B-** Check the Audits tab to see if the prospect was on the correct lists when the email was sent.
- C-** Check the Lifecycle tab to confirm whether the prospect entered the drip program before the email was sent.
- D-** Check the Overview tab to determine whether the prospect is unmailable.
- E-** Check the Lists tab to determine whether the prospect is on the recipient list or any suppression lists.

Answer:

B, D, E

Question 4

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

Question 5

Question Type: MultipleChoice

Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

Options:

- A- Submitting a form on a landing page.

- B-** Matching an automation rule.
- C-** Viewing more than one web page.
- D-** Clicking on a tracked link in an email.

Answer:

A, D

Question 6

Question Type: MultipleChoice

What would make the Salesforce connector become unverified?

Options:

- A-** The Salesforce account has reached the limit of the number of lead or contact records that could be created
- B-** The Pardot account has reached the limit of the number of prospect records that could be created
- C-** The connector user's Pardot password was changed

D- The connector user's Salesforce password was changed

Answer:

D

Explanation:

If you change the username or password the connector won't work. Update the details in Pardot and re-verified the connector.

Question 7

Question Type: MultipleChoice

There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?

Options:

- A-** Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B-** Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C-** Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D-** Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Answer:

A

Question 8

Question Type: MultipleChoice

Which two events allow for a prospect's Pardot campaign to be set? (Choose two answers.)

Options:

- A-** When new prospects are imported into Pardot via a .csv file.
- B-** When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.
- C-** When prospects are added to a static list.

D- When a profile is associated with the prospects.

Answer:

A, B

Question 9

Question Type: MultipleChoice

What is the process to add a prospect who visits a pricing page to a list?

Options:

A- Create a page action

B- Create a segmentation rule

C- Use a Tag

D- Create an automation rule

Answer:

A

Explanation:

***remember that the page should contain Pardot tracking

Question 10

Question Type: MultipleChoice

Which three activities can increase or decrease a score in the baseline scoring system? (Choose three answers.)

Options:

- A- Landing page error
- B- Unsubscribed from email
- C- Assigned to a user
- D- Webinar attended
- E- Form submission

Answer:

A, D, E

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