Question 1

How should a user understand how many prospects are currently waiting on a step in an engagement program?

Options:

A- Download the report of the program.

B- Click on the step to view its report card.

C- Look at the tooltip above that step.

D- Pause the program and edit the step.

Answer:

C

Question 2

New prospects match a dynamic lists rule criteri

a. This dynamic list is used as a recipient list on an engagement studio program.

What will happen to the new prospects if the program is currently running and the prospects have not run through the engagement studio program before?

Options:

A- The prospects are added to the program, but do NOT start processing until the program is paused and restarted.

B- The prospects remain on the list, but are NOT added to the program until the next day.

C- The prospects are added to the program, but wait for a user to manually select them to process.

D- The prospects are added to the program and automatically start processing through the program.

Answer:

D

Question 3

Question Type: **MultipleChoice**

A user wanes to use page actions to notify a specific user when a prospect visits an entire section of their website. This section contains three URLs:

* https://www.tenoxsoft.eom/products/A

* haps://www.tenoxsoft.con-i/products/B

* https://www.lenoxsoft.eom/pfodocts/C

What is the recommended way for the user to accomplish this?

Options:

A- Create one page action with comma-separated URLs.

B- Set the page action URL as https://www.lenoxsoft.com/products/B

C- Create three separate page actions, one for each URL.

D- Set the page as a priority page in Pardot.

Answer:

B

Question 4

LenoxSoft uses a custom account field in Salesforce and wants to use it for segmentation in Pardot.

What should an administrator do to be able to use the custom field in Pardot?

Options:

A- Edit an existing default account field m Pardot and map it to the account file m Salesforce.

B- Make no changes. Only default account fields can sync to Pardot.

C- Create a custom account field in Pardot and map it to the account field in Salesforce.

D- Map the account field in Salesforce to a contact field that is already syncing with Pardot.

Answer:

C

Question 5

LenoxSoft wants to create a Pardot landing page that matches the exact look and feel of their website. Which method would produce the closest results?

Options:

A- Use a stock layout provided in Pardot

B- Use above form and below form content to create the layout

C- Embed the campaign tracking code on their website

D- Import layout using a URL from their website

Answer:

D

Question 6

Question Type: MultipleChoice

What must be created in order to send an autoresponder?

A- Test email

B- One-to-one email

C- Email template

D- List email

Answer:

C

Question 7

Question Type: **MultipleChoice**

Which three triggers could be used to define a prospects path in an engagement studio program?

Choose 3 answers

Options:

A- List membership

B- Email open

C- Custom redirect click

D- File download

E- Prospect grade

Answer:

B, C, D