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SalesForce

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Question: 109

It is possible for prospect to have less than 0 score

- A. True
- B. False

Answer: A

Question: 110

An admin user would like to create a User Role for a new marketing intern to only have the ability to view prospect lists and emails that have already been sent.

Which of the following is the best way for the Admin user to set up this role for the intern if LenoxSoft has an Ultimate level account?

- A. Set the intern up in the Default 'Marketing' User Role
- B. Set the intern up in the Default 'Marketing Intern' User Role
- C. Create a Custom User Role with only the options to 'view' lists and 'view' emails selected
- D. Create a Custom User Role with only the options to 'view' & 'edit' lists and 'view' emails selected

Answer: C

Question: 111

LenoxSoft has purchased a list of prospects and wants to send emails to those prospects in Pardot immediately.

What is the correct way to handle this?

- A. Recommend that it is okay to send to purchased lists in Pardot.
- B. Have LenoxSoft split their purchased list into multiple sends so as to not affect the IP's reputation.
- C. Run a permissions pass on the purchased lists to get permission quickly before sending them a marketing email.
- D. Recommend that they must receive explicit permission from those prospects on the purchased list before they can upload that prospect list into Pardot.

Answer: D

Question: 112

Lenoxsoft currently uses a Salesforce workflow to continually look for old and new leads that meet certain criteria under Job title and Industry, and adds them to a Salesforce campaign. The Pardot connector is verified and their existing Salesforce records have been reviewed, but they have yet to sync this data to Pardot. Lenox wishes to replicate this process within Pardot with the following requirements: – Prospects with a job title of "CEO" and Industry of "Software" are added to the Salesforce campaign.

Based on those requirements, which steps should Lenoxsoft prioritize to replicate their process?

- A. Create a dynamic list to sync prospects from Salesforce. Build an Automation rule with criteria :: Job Title:: CEO ::

Industry:: Software, action :: add to the Salesforce campaign.

B. Import a .csv file of prospects. Build an Automation rule with criteria :: Job Title :: CEO :: Industry :: Software, action :: add to Salesforce Campaign

C. Create a dynamic list to sync prospects from Salesforce. Build a segmentation rule with the criteria :: Job Title :: CEO :: Industry :: Software, action :: add to the Salesforce campaign.

D. Import a .csv file of prospects. Build an Segmentation rule with criteria :: Job Title:: CEO :: Industry :: Software, action :: add to Salesforce Campaign

Answer: A,B

Question: 113

LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Pardot to ensure a high deliverability rate in their initial Pardot email sends. Choose 2 answers:

A. Identify the currently mailable and unmailable prospects in their current email provider.

B. How many emails a month were sent from the current email provider

C. The date LenoxSoft last compared data between the email provider and Salesforce.

D. When was the last time a prospect was emailed in their current email provider.

Answer: A,D

Question: 114

You can enable Progressive Profiling with Pardot Forms in orderd to show ceratin fields only if the prospect already has data in selected field(s)

A. True

B. False

Answer: B

Question: 115

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Pardot Administrator take to automate this process?

A. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

B. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.

C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.

D. Enable Visitor Filters for a specific IP range; Enable Page Actions to notify managers.

Answer: B

Question: 116

When you go to View HTML code section at selected Form record you can only see the iframe tag

- A. True
- B. False

Answer: A

Question: 117

What would an Administrator set up to have a document automatically download after a successful form completion?

- A. Include a link to the content in the Thank You Content of the form.
- B. Redirect the prospect to a landing page that has a link to download the content by checking the box labelled "Redirect the prospect instead of showing the form's Thank You Content."
- C. Redirect the prospect directly to the URL of the content by checking the box labeled "Redirect the prospect instead of showing the form's Thank You Content."
- D. Create an email template that includes a link to your document. On your form, add a completion action to "Send autoresponder email" and select the email template that includes the document.

Answer: C

Question: 118

Which are Actions Available with Salesforce Connector (Choose three)

- A. Add to Salesforce campaign
- B. Assign prospect to queue
- C. Assign prospect via Salesforce active assignment rule
- D. Create a Salesforce event
- E. Delete a Salesforce task

Answer: A,B,C

Question: 119

Lenoxsoft currently uses a manual sales engagement process where assigned users manually add leads to lists based on a lead status value of "New". The Sales Manager wishes to develop a Sales Engagement Program that streamlines this process and has the following requirements: – Only leads with a status of "New" can be added to the Program. A lead with a status of "In Progress" CANNOT be added. – Assigned users should be notified when a lead has opened an email.

Based on the above requirements, which is the best way to segment prospects for Lenoxsoft's Sales Engagement Program?

- A. Create a completion action based on the Lead Status field value.
- B. Create a dynamic list based on the Lead Status field value
- C. Create an automation rule based on the Lead Status field value
- D. Create a segmentation rule based on the Lead Status field value

Answer: B

Question: 120

You have several white papers on your website, but you want to start gateing those and gather more and more details about prospects as they download the white papers.

What is the best way to achieve this?

- A. Create a form and enable progressive profiling
- B. Create a form handler and enable progressive profiling
- C. Create a form handler for each white paper
- D. Create a form per white paper and enable progressive profiling

Answer: D

Question: 121

What is available to choose within Repeat Rule

- A. Days before eligible to repeat rule
- B. Limit rule matches
- C. Certain Prospects
- D. Repetition Order

Answer: A,B

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