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QUESTION 1

Select all available User Email Preferences

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

B. Send daily prospect activity emails (for all prospects)

C. Send daily prospect assignment emails

D. Send daily visitor activity emails

E. Send an email when a prospect is assigned

F. Send starred prospect activity alerts

G. Send weekly search marketing email (sent on Mondays)

H. Send weekly search marketing email (sent on Fridays)

I. Send monthly inactive automations report email

J. Send weekly inactive automations report email

K. Send daily visitor assignment emails

Correct Answer: ABCDEFGI

QUESTION 2

It is recommended that Email Preference Center should use more than one page level depth

A. True

B. False

Correct Answer: B

QUESTION 3

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?

A. Send using the form\'s completion actions.

B. Send using an automation rule

C. Use a dynamic list to use as a recipient list on an email send.

D. Send using a segmentation rule.

Correct Answer: A

QUESTION 4

LenoxSoft uses Salesforce Campaigns and wants to make sure their reports reflect engagement driven by Pardot marketing efforts as well as Salesforce driven activity on the campaign. Which features should they enable and utilize?

A. Connected Campaigns and Campaign Influence

B. Salesforce User Sync and Campaign Influence

C. Connected Campaigns and Engagement Studio

D. Campaign Influence and Marketing Data Sharing

Correct Answer: A

QUESTION 5

Several of the sales team members at LenoxSoft have shared that their customers are getting autoresponder emails, but they are not receiving other marketing sent emails. After investigating, they found that the leads and contacts in question are opted out.

How should LenoxSoft enable these prospects to get marketing content again?

A. Run a permission pass effort to all of the leads and contacts who have opted out.

B. Enable the prospect resubscribe feature in Pardot to allow prospects to opt back in.

C. Create an automation rule to clear the opt out field on the leads and contacts.

Correct Answer: B

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