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QUESTION 1

Which are true about Engagement Program?

- A. If a prospect is removed from a list that a program uses, that prospect stops moving through the program
- B. If you remove a prospect from a program's recipient list, and then add the prospect back later, they start where they left off in the program
- C. If a prospect opts out of a list used for a program, they still move through the program, but don't receive program emails
- D. When no new prospects are added to or processed in a program for 30 days, it becomes inactive
- E. When merged prospects are members of the same engagement program, it's possible for one to skip steps or move through the same step twice. The new master prospect restarts a program from the step that any of its merged prospects touched most recently
- F. A single rule step can evaluate up to five conditions
- G. When no new prospects are added to or processed in a program for 365 days, it becomes inactive

Correct Answer: ABCDEF

QUESTION 2

A Pardot administrator wants to enable the Engage Sales Tools page in Salesforce. Which two resources are available via this page in Salesforce? Choose 2 answers to set Engage

- A. Campaign send limits
- B. A link to Salesforce Engage training resources
- C. A link to assign licenses and permission sets
- D. A link to download Engage Alerts for Mac

Correct Answer: BD

QUESTION 3

LenoxSoft wants to view only opportunities within a certain fiscal year on the Pipeline Dashboard using B2B Marketing Analytics.

How could this be accomplished?

- A. Develop a new lens that includes only data from the fiscal year.
- B. Use the 'fiscal year' filter on the Pipeline Dashboard.

C. Create a custom dataset using only data from the fiscal year.

D. Apply the "tag" filter on the Pipeline Dashboard using the fiscal year.

Correct Answer: D

QUESTION 4

Select available Social Media Connectors

A. Twitter

B. Facebook

C. CD LinkedIn

D. AddThis

E. FullContact

Correct Answer: DE

QUESTION 5

A customer does not feel that campaign influence reporting fully captures their marketing attribution since they do not market only to the contacts related to their opportunity records.

What feature should a consultant recommend to uncover additional marketing attribution?

A. Primary - Campaign Source Attribution

B. Einstein Attribution

C. Account-to-Opportunity Matching

D. First Touch Model

Correct Answer: C

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