

Salesforce.Pardot-Specialist.by.Garay.140q

Number: Pardot-Specialist
Passing Score: 800
Time Limit: 120
File Version: 5.0

Exam Code: Pardot-Specialist
Exam Name: Certified Pardot Specialist



Exam A

QUESTION 1

Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.

- A. The Grade as it includes personal information about the prospect.
- B. The Profile as It reflects LenoxSoft's ideal customer.
- C. The Campaign as it references the prospect's first touch point.
- D. The Score as it shows activities taken by the prospect.

Correct Answer: D

Section:

QUESTION 2

A user is experiencing errors when trying to save their email.

What three items should they check for in order to successfully save their email draft? Choose 3 answers

- A. The email contains a text version
- B. The email contains at least one variable tag
- C. The email uses dynamic content
- D. The email designates a general or specific sender
- E. The email contains an unsubscribe link

Correct Answer: A, D, E

Section:

QUESTION 3

By default, which two objects does Pardot write to in Salesforce? Choose 2 answers

- A. Case records
- B. Opportunity records
- C. Contact records
- D. Lead records
- E. Account records

Correct Answer: C, D

Section:

QUESTION 4

A designer wants to apply LenoxSoft's styling to assets in Pardot. Which two assets can they control CSS styling for In Pardot?

Choose 2 answers

- A. Landing pages
- B. Form handlers



- C. Forms
- D. Social posts

Correct Answer: A, C

Section:

QUESTION 5

What is one way a sales rep can convert a visitor to a prospect?

- A. The sales rep gives the visitor a phone call.
- B. The sales rep increases the visitor's score to 100.
- C. The sales rep manually associates the visitor with a prospect.
- D. The sales rep walks the visitor through a demo.

Correct Answer: C

Section:

QUESTION 6

LenoxSoft's Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren't being counted in the list email report. Based on this link's format, why wouldn't it have been re-written for tracking?

- A. The link should start with http or https to be automatically re-written.
- B. The link should contain a wildcard to be automatically re-written.
- C. The link should point to go.pardot.com to be automatically re-written.
- D. The link should be populated with variable tags to be automatically re-written



Correct Answer: A

Section:

QUESTION 7

LenoxSoft conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened. What three data points can be found in the prospect's Audits tab to help determine what updates were made? Choose 3 answers

- A. The Lifecycle Report filtered by timeframe
- B. The prospect fields that were updated
- C. The amount of time the prospect spent viewing the website
- D. The lists that that prospect was added to or removed from
- E. The data and time when a prospect was assigned

Correct Answer: B, D, E

Section:

QUESTION 8

A new automation rule is created.

What action is required for prospects to begin matching that automation rule?

- A. Resume the rule after saving
- B. Sava the rule without any additional action
- C. Schedule the rule to run before saving it
- D. Preview the rule before saving it

Correct Answer: D

Section:

QUESTION 9

Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?

- A. Total submissions
- B. Unique submissions
- C. Conversions
- D. unique clicks

Correct Answer: C

Section:

QUESTION 10

A form is used to capture prospect data for a yearly conference. The form needs to add prospects to a list after the submit, but it should not retroactively apply actions to prospects that have already filled out the form. What automation tool would effectively achieve this goal?

- A. Use a segmentation rule to add prospects to a list
- B. Use a dynamic list to add prospects to a list
- C. Use a completion action to add prospects to a list
- D. Use an automation rule to add prospects to a list



Correct Answer: C

Section:

QUESTION 11

LenoxSoft has an engagement studio program within a recipient list and a suppression list. A prospect is a member of both the recipient list and the suppression list. In which scenario would a prospect be able to receive the emails in the program?

- A. The prospect is marked as optad out.
- B. The prospect is removed from the recipient list
- C. The prospect is removed from the suppression list
- D. The prospect is removed from both the suppression list and the recipient list.

Correct Answer: C

Section:

QUESTION 12

LenoxSoft's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked. What insight does this report provide the template designer?

- A. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email
- B. High click rates indicates that the email subject line should be the focus of the email content.
- C. Low click rates encourage the user to optimize content or link placement in other email sends.
- D. High open rates indicates that prospects are interacting with the content.

Correct Answer: D

Section:

QUESTION 13

Which two actions can be taken once a Salesforce Opportunity syncs to Pardot? Choose 2 answers

- A. Manually editing the Opportunity In Pardot
- B. Referencing the Opportunity in automation rules
- C. Viewing the Opportunity in Opportunity Reports
- D. Manually deleting the Opportunity in Pardot

Correct Answer: B, C

Section:

QUESTION 14

An administrator includes a link to a file on a web page that the company does NOT own on the company website. What is the best way to be able to track the number of visitors who access this file?

- A. Pardot form
- B. Pardot tacking code
- C. Page actions
- D. Custom redirects



Correct Answer: D

Section:

QUESTION 15

A Pardot administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.

What is the recommended way to identify these prospects to export to .csv?

- A. Create an automation rule based on product Name.
- B. Create a completion action based on Product Name.
- C. Create a dynamic list based on Product Name.
- D. Create a segmentation rule based on Product Name.

Correct Answer: D

Section:

QUESTION 16

Which list email report metric represents the total number of emails minus hard and soft bounces?

- A. Total Opt Outs
- B. Total Sent
- C. Total Queued
- D. Total Delivered

Correct Answer: D

Section:

QUESTION 17

How can a visitor convert to a prospect?

- A. Viewing an embedded form
- B. Visiting a tracked website
- C. Submitting a form on a landing page
- D. Receiving a marketing email

Correct Answer: C

Section:

QUESTION 18

What happens to wait when a user paused an engagement studio and the prospect still has time remaining on the wait period.

- A. The wait time is paused and the prospect will finish the remaining wait time when the program resumes and process to next step.
- B. The wait time continues to process and the prospect will immediately process to next step once the remaining wait time is fulfilled.
- C. The wait time is paused and the prospect will immediately process to next step when program resumes.
- D. The wait time continues to process and the prospect will immediately process to next step when program resumes.

Correct Answer: A

Section:

QUESTION 19

What step type should be used in engagement studio if a user wants to branch prospects down two paths based on actions taken on a marketing asset?

- A. Rule
- B. Wait
- C. Trigger
- D. Action

Correct Answer: D

Section:

QUESTION 20

A marketer receives a request to permanently delete a prospect from Pardot.

How does the marketer satisfy this request?

- A. The marketer archives the prospect, but cannot permanently delete their data.
- B. The marketer deletes the prospect in Salesforce, which then permanently deletes the prospect in Pardot.

- C. The marketer goes to the prospect record and chooses the "Permanently Delete" menu option.
- D. The marketer archives the prospect and then selects "Permanently Delete" from the recycle bin.

Correct Answer: D

Section:

QUESTION 21

What list email or email template report deliverability metric could indicate an unverified sending domain?

- A. Forward count
- B. Hard bounces
- C. Skimmed percentage
- D. Total queued

Correct Answer: B

Section:

QUESTION 22

A Pardot administrator wants to gather a prospect's company name and Job title, but only once they have captured prospect's first name, last name and email address in a previous form submission. Which feature should they use?

- A. Progressive Profiling
- B. Always display even if previously completed
- C. reCaptcha
- D. Dependent Fields

Correct Answer: A

Section:

QUESTION 23

What is needed for a page action to trigger for a prospect visiting a high value web page?

- A. Create an automation rule based on the specific webpage.
- B. Add a completion action on the landing page.
- C. Adding a page action and Pardot tracking code on the page.
- D. Adding a page action on the form.

Correct Answer: C

Section:

QUESTION 24

What is the expected behavior if an automation rule is NOT set to repeat?

- A. The prospect can match the criteria multiple times and the action runs each time.
- B. The action can only run once per day on the prospect.
- C. The prospect matches the criteria once, but the action runs multiple times.
- D. The prospect matches the criteria once and the action runs once.



Correct Answer: C

Section:

QUESTION 25

Which two activities can automatically increase a prospects score using the default scoring model?

Choose 2 answers

- A. A prospect being converted from a Lead to a Contact
- B. A prospect sending an email to their assigned user
- C. A prospect clicking on a tracked link in an email
- D. A prospect submitting a form on a landing page

Correct Answer: C, D

Section:

QUESTION 26

After a prospect completes steps 1-5 of a 10 step engagement studio program, the prospect is added to one of the engagement studio program's suppression lists.

What will happen if the prospect is removed from the suppression list?

- A. The prospect will begin the engagement studio program again on step 1.
- B. The prospect will be also be removed from the recipient list of the program.
- C. The prospect will continue on the engagement studio program onto step 5.
- D. The prospect will continue on the engagement studio program onto step 6.

Correct Answer: D

Section:

QUESTION 27

A prospect is permanently deleted from Pardot. That prospect then fills out a new Pardot form and submits their information.

What happens to the prospect?

- A. An error message is displayed on the form preventing the prospect from submitting
- B. A new prospect is created even though the prospect had previously been permanently deleted.
- C. No new prospect is created because the prospect had previously been permanently deleted.
- D. The submission of the form retrieves and restores the previously deleted prospect information including activities.

Correct Answer: B

Section:

QUESTION 28

Which two requirements must be met in order to have both e Lead end a Contact field sync with the same Pardot prospect field? Choose 2 answers

- A. The Lead and Contact fields must have the same API name.
- B. The Pardot field must be mapped to the Salesforce field.
- C. The Lead and Contact fields must have the same Salesforce field label.
- D. The Pardot field must be a drop-down field.



Correct Answer: A, B

Section:

QUESTION 29

A new Lead record is created in Salesforce without an automatically email address and the Salesforce connector is set to automatically create prospects In Pardot. What action will occur in Pardot?

- A. A new visitor record will be created.
- B. A new Account will be created.
- C. No new record will be created.
- D. A new prospect record will be created.

Correct Answer: D

Section:

QUESTION 30

A user wants to set up an automated grading model in Pardot. Which two components are required to achieve this? Choose 2 answers

- A. Profile
- B. Automation Rule
- C. Pardot Score
- D. Dynamic List

Correct Answer: A, B

Section:

QUESTION 31

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales raps. Some of these prospects are syncing with Leads In Salesforce, and some are syncing with Contacts. Each prospect should receive the email from their prospects assigned rep. How should the Marketing Manager accomplish this?

- A. Select General User for the Sender of the email
- B. Select Assigned User for the Sender of the email
- C. Select Account Owner for the Sender of the email
- D. Select Specified User for the Sender of the email

Correct Answer: B

Section:

QUESTION 32

The VP of Marketing wants to see all automation rules and engagement studio programs that a prospect has been a member of. Where should the VP of Marketing look to find this information?

- A. Automation settings
- B. Scoring rules
- C. Prospect's Audits tab
- D. Lifecycle report



Correct Answer: C

Section:

QUESTION 33

A Pardot administrator wants to use progressive profiling to collect information on a prospect over time. What is the recommended Pardot asset to use?

- A. Pardot landing page without a form
- B. Pardot form
- C. Pardot form handler
- D. Third party form

Correct Answer: B

Section:

QUESTION 34

A user wants to send an email to a prospect when a form is submitted and a specific field value is selected on that form. What automation tool could they use to accomplish this?

- A. A completion action on the form submission
- B. A dynamic list used to send list emails using the email template
- C. An automation rule with a Match All match type
- D. An automation rule with a Match Any match type

Correct Answer: C

Section:

QUESTION 35

What feature in Salesforce can be enabled to show landing page engagement data on a Salesforce Campaign page layout?

- A. Advanced Dynamic Content
- B. Pardot Activities Visualforce page
- C. Engagement History
- D. B2B Marketing Analytics

Correct Answer: C

Section:

QUESTION 36

A marketing user wants prospects to be added to a list when they click on a link in a list email. Where would this action be added in order to add the prospect to the specific list?

- A. On the 'Sending' tab of the email template
- B. On the 'Testing' tab of the email template
- C. On the 'Testing' tab of the list email
- D. On the 'Sending' tab of the 1st email

Correct Answer: D



Section:

QUESTION 37

What do spam complaints refer to in an email report?

- A. The number of prospects who clicked the unsubscribe link
- B. The number of prospects who replied to the email to ask to be removed
- C. The number of prospects who opted out via the email preference center
- D. The number of prospects who marked an email as spam

Correct Answer: D

Section:

QUESTION 38

A visitor clicks on a custom redirect with an action of adding a tag. The visitor then fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list. Which three things will happen to the prospect? (Choose three answers.)

- A. The prospect activities will show that the form was successfully completed.
- B. The prospect will be added to the list.
- C. The prospect activities will show that the custom redirect was clicked.
- D. The prospect will be tagged.
- E. The newly converted prospect will NOT be affected because it was their first submission.

Correct Answer: A, B, D

Section:

QUESTION 39

A user needs to change which email template is used in a running engagement program. What is the first step the user must take in order to make this change?

- A. Copy the original Engagement Program
- B. Change the wait time for the template
- C. Delete the old sent email
- D. Pause the Program

Correct Answer: D

Section:

QUESTION 40

A Pardot administrator would like to enable bot protection on their forms. Which two Pardot form actions would accomplish this? Choose 2 answers

- A. Enable HTTPS
- B. HoneyPot Technique
- C. Dependent Fields
- D. reCaptcha



Correct Answer: B, D

Section:

QUESTION 41

A Pardot administrator has pre-existing HTML that they want to use to build their landing page in Pardot. Which asset should be applied during the creation of the Pardot landing page to accomplish that goal?

- A. Dynamic content
- B. Custom redirect
- C. Layout template
- D. Stock template

Correct Answer: C

Section:

QUESTION 42

In Salesforce, Contacts are deleted if an Opportunity hasn't been closed in 180 days. As a result, the corresponding prospects are marked as[[crm_deleted]] in Pardot. If the Request a Demo form is completed after that 180 day period, the prospect should be recreated as a Lead.

What automation tool should be used to solve this need?

- A. Engagement studio
- B. Segmentation rule
- C. Automation rule
- D. Dynamic list

Correct Answer: A

Section:

QUESTION 43

What variable tag must be included in an email to allow prospects to manage their email preferences?

- A. %%opt_out%% or %%email_preference_center%%
- B. %%unsubscribe %% or %% email_preference_center %%
- C. %%opt_out%% report_spam %%
- D. %%unsubscribe % or %% opt_out %%

Correct Answer: B

Section:

QUESTION 44

What Information does the tooltip above each step on the engagement studio program report provide?

- A. High-level metrics only for prospects waiting to complete each step
- B. High-level metrics only for prospects who have completed the step
- C. High-level metrics only for prospects who left the program at each step
- D. High-level metrics only for prospects who have skipped each step

Correct Answer: B



Section:

Explanation:

https://help.salesforce.com/articleView?id=pardot_engagement_program_reporting.htm&type=0

QUESTION 45

LenoxSoft has multiple forms containing a "Comments" field on their website. The administrator would like for this field to be visible and empty every time a prospect returns to one of their forms. Which two form field options should be enabled? Choose 2 answers

- A. Do not prefill
- B. Always display even if previously completed
- C. Maintain the initial value upon subsequent form submissions
- D. Display other fields in this form based on the value of this field

Correct Answer: B, C

Section:

QUESTION 46

Which two prospect activities trigger a sync from Pardot to Salesforce? Choose 2 answers

- A. Submitting a form
- B. Opening an email
- C. Clicking a custom redirect
- D. Unsubscribing from email

Correct Answer: A, B

Section:



QUESTION 47

A marketer wants to create different Pardot lists to correspond with the different stages of the buying cycle. When an Opportunity stage changes in Salesforce, the prospect list membership automatically updates to reflect that in Pardot. For example, if an opportunity moves from Negotiations to Closed Won, the prospects associated with that opportunity should be removed from the Negotiations list, and added to the Closed won list. How could the marketer accomplish this?

- A. Completion Action
- B. Page Action
- C. Automation Rule
- D. Dynamic List

Correct Answer: D

Section:

QUESTION 48

A marketing user wants to send an email template to a prospect list, but the specific email template isn't available to choose when sending a new list email. How should the user resolve this issue?

- A. Edit the list to be available for "Email Sending"
- B. Edit the email template to make it available for "List Emails"
- C. Edit the list to be available for "Email Templates"

D. Edit the email template and choose the appropriate list

Correct Answer: B

Section:

QUESTION 49

Which two capabilities are true for completion actions? Choose 2 answers

- A. Completion actions are applied retroactively.
- B. Completion actions apply to both visitors and prospects
- C. Completion actions cannot be applied directly on a landing page.
- D. Completion actions do not execute on image file downloads

Correct Answer: C, D

Section:

QUESTION 50

On Tuesday, a marketing user scheduled a list email to be sent this Friday, but their manager wants the email to go out tomorrow Instead. What Is the recommended way to change the scheduled send data for the email.

- A. Edit the scheduled email. select Wednesday for the new data, and save it
- B. Edit the engagement studio program, select Wednesday for the new data, and save
- C. Delete the engagement studio program and create a new program that is scheduled for Wednesday.
- D. Delete the scheduled email and create a new email that is scheduled for Wednesday.

Correct Answer: A

Section:

QUESTION 51

Which asset needs to be created first in order for a user to send a prospect a one-to-one email?

- A. Autoresponder
- B. Engagement studio program email
- C. Email template
- D. List email

Correct Answer: C

Section:

QUESTION 52

What step type would be used in engagement studio to add prospects to another engagement studio program's recipient list?

- A. Rule
- B. End
- C. Trigger
- D. Action

Correct Answer: D



Section:

QUESTION 53

What are two benefits of the engagement studio tasting experience?
Choose 2 answers

- A. Evaluating email template options for the program
- B. Visualizing a prospect's possible paths
- C. Understanding the timeline of the program
- D. Measuring a specific step's performance

Correct Answer: B, D

Section:

QUESTION 54

A client submits their Pardot form to test the form's completion actions. After they submit the form, none of the completion actions are applied to their prospect record. What do you give as to why the actions did not occur?

- A. The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors.
- B. The 'email' form field was set up to exclude free email addresses, so even though they submitted the form successfully, the Gmail address they used prevented the completion actions from running.
- C. The client did not un-pause the completion actions.
- D. Kiosk mode was enabled on the form, so completion actions did not run.

Correct Answer: A

Section:



QUESTION 55

Your client is looking for a way to increase the quality of leads that are being passed from marketing to sales. What advice do you offer?

- A. Only pass on leads that are very active on your site no matter the company profile.
- B. Implement a blended lead scoring and grading system.
- C. Automatically assign all leads to sales reps in a round-robin system.
- D. Add more landing pages and forms to your site to increase the number of conversion opportunities.

Correct Answer: B

Section:

QUESTION 56

How can a prospect's score be changed?

- A. Through automation rules.
- B. Through scoring model changes.
- C. Through completion actions.
- D. All of the above.

Correct Answer: D

Section:

QUESTION 57

Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead's Pardot information (score/grade) transferred over. How do you address this issue?

- A. Pardot only shows this information on the lead record.
- B. Once converted, this information shows on the account record and not the contact.
- C. The administrator needs to create lookup fields on the contact to see this from the lead.
- D. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.

Correct Answer: D

Section:

QUESTION 58

Which adheres most closely to email sending best practices?

- A. When possible, send emails on Monday mornings in order to stay top of mind throughout the week.
- B. Establish a consistent, predictable cadence for your email communications.
- C. Send plain text only emails in order to increase engagement rates.
- D. Make sure that all emails have a high image-to-text ratio.

Correct Answer: B

Section:

QUESTION 59

What information can you access on the Prospect List?

- A. Prospect's Name
- B. Prospect's Email Address
- C. Prospect's Title
- D. Prospect's Company
- E. Prospect's Grade
- F. Prospect's Score
- G. Date of when prospect converted from a visitor
- H. Date of prospect's last activity

Correct Answer: A, D, E, F, H

Section:

QUESTION 60

What does the gear icon on the prospect list allow you to do?

- A. Copy
- B. Assign
- C. Delete
- D. Edit

Correct Answer: B, C, D



Section:

QUESTION 61

Where on a prospect record would you look to see if a prospect had registered for a webinar?

- A. Contents
- B. Insights
- C. Prospect Activities
- D. Custom Fields

Correct Answer: C

Section:

QUESTION 62

You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record.

- A. True
- B. False

Correct Answer: A

Section:

QUESTION 63

Arrange the steps to Access a Prospect Record:

- A. Select Prospect
- B. Mouseover Prospects
- C. Click Prospect List

Correct Answer: C

Section:

QUESTION 64

The "related" tab of the prospect record displays prospects that have what in common?

Choose one answer

- A. Email Domain
- B. Company
- C. Assigned user
- D. Score

Correct Answer: D

Section:

QUESTION 65

Which is NOT a way to assign a custom role to a user?



- A. Edit an existing Default Role, and it will automatically convert to a Custom Role.
- B. Assign new users to a previously created Custom Roles during the import process.
- C. Add a batch of existing users to a Custom Role using table actions
- D. Add a user to a Custom Role directly from their User Record.

Correct Answer: D

Section:

QUESTION 66

What information can you find about your competitors in Pardot?

- A. Alexa rank
- B. BBB score
- C. News article mentions
- D. Number of inbound links
- E. Number of indexed pages

Correct Answer: A, D, E

Section:

QUESTION 67

What are the daily system generated emails?

- A. Daily prospect activity emails (for all prospects)
- B. Daily prospect activity emails (for my prospects)
- C. Daily visitor activity emails
- D. Prospect assignment notification
- E. Daily prospect assignment emails
- F. Weekly search marketing email (sent on Mondays)
- G. Starred prospect activity alerts

Correct Answer: A, B, C, E

Section:

QUESTION 68

What are the limitations of connecting Pardot to a Salesforce Sandbox account?

- A. If connected to a sandbox first, when you create your production connector, all prospects will not automatically queue to sync.
- B. Pardot can't "wipe" data, so you will need to manually delete any prospects and data that is brought into your Pardot account from the sandbox connector before enabling the connector for your production instance.
- C. You cannot sync with a sandbox at all

Correct Answer: A, B

Section:

QUESTION 69

What is the best practice when users leave the company and have assigned prospects?



- A. Reassign all prospects in the CRM
- B. Review and modify any completion actions, automation rules, drip programs and dynamic lists that reference the user.
- C. Delete the user from Pardot
- D. All of the above
- E. A & B

Correct Answer: C

Section:

QUESTION 70

What are the key technical items required to set up during implementation?

- A. Tracking Code
- B. Email Authentication
- C. CNAME
- D. IP Whitelisting
- E. Using Custom Fonts

Correct Answer: A, B, C, D

Section:

QUESTION 71

A CNAME or vanity alias, is used to provide a seamless transition for your prospects when visiting pages and forms that you host on your site and Pardot hosted campaign elements such as; landing pages, search results and individually tracked links sent in your emails.

- A. True
- B. False

Correct Answer: A

Section:

QUESTION 72

The Pardot prospect audit capabilities can list all the data that was obtained by Pardot and how the data changes as the prospect interact with your emails, website, and CRM sync.

- A. True
- B. False

Correct Answer: A

Section:

QUESTION 73

What is tracked by the custom email links generated by Pardot?

- A. Link clicks
- B. Page visits
- C. Email opens

- D. Form completions
- E. Unsubscribe

Correct Answer: A, B, C

Section:

QUESTION 74

What does the Data.com connector allow you to do?

- A. Sync all your prospects to Salesforce
- B. Connect with your meeting software
- C. Quickly jump into the Data.com results for a prospect or their company

Correct Answer: C

Section:

QUESTION 75

A user needs to be able to import and export lists. What user role do you give them?

- A. Marketing
- B. Sales Manager
- C. Sales
- D. None of the above

Correct Answer: A

Section:

QUESTION 76

You want to get some insight into a prospects score at each stage in their lifecycle. What Pardot report can you use?

- A. Form report
- B. Conversions report
- C. List email report
- D. Prospect lifecycle report

Correct Answer: D

Section:

QUESTION 77

You want to track prospects that click on a banner ad. What do you use?

- A. Custom redirect
- B. Page actions
- C. Lead scoring and grading
- D. Completion actions

Correct Answer: A



Section:

QUESTION 78

What happens if a prospect is removed from a drip program and later added back?

- A. They will start the drip campaign again.
- B. Prospects can't be added to drip campaigns after they have been removed.
- C. They will skip the first step and move to the second step.
- D. They will resume the drip where they left off

Correct Answer: D

Section:

QUESTION 79

What report allows you to see how successful or active a form has been on your site?

- A. Campaign reports
- B. Landing Page reports
- C. Form reports
- D. Conversion reports
- E. None of the above

Correct Answer: C

Section:

QUESTION 80

You want your Sales team to be able to send one-to-one emails in Pardot and no list emails. How can you do this?

- A. Set them up as a Marketing user and then control how many emails can be sent.
- B. You can't send one-to-one emails out of Pardot.
- C. Set them up as a one-to-one email user only
- D. Set them up as a Sales user in Pardot

Correct Answer: D

Section:

Explanation:

Sales

Sales users only have access to prospect management functionality. Sales users can send one-to-one emails to prospects, but can't send list emails. They can view, edit, and export the prospects assigned to them.

QUESTION 81

How can an admin find the number of mailable prospects in their database?

- A. View all Segmentation lists
- B. Navigate to the prospect list and select "Mailable Prospects"
- C. View the sync queue
- D. Navigate to the overview section



Correct Answer: B

Section:

QUESTION 82

You want to export a list of prospects, but you only need the default fields. What can you use?

- A. Use the Simple Export option
- B. Use the Express Export option
- C. Copy and paste the information from the Prospect table into Excel.
- D. You have to export all the fields. Pardot doesn't allow you to choose only the default fields.
An Express Export includes all default prospect fields, scores, and grades but does not include custom fields.

Correct Answer: B

Section:

QUESTION 83

What can the GoToWebinar connector do?

- A. Register prospects for GoToWebinar events
- B. Display how long a prospect watched a webinar
- C. Automatically pull in prospects who exist in GoToWebinar but not Pardot
- D. Display registrations and attendance as activities
- E. Pulls in Pardot emails to use in GoToWebinar

Correct Answer: A, C, D

Section:

Explanation:

You can:

- Register prospects for GoToWebinar events
- Display registrations and attendance as activities
- report on registrations and attendance
- automatically pull in prospects who exist in GoToWebinar but not Pardot
- Canceled registrations are not reflected in Pardot

QUESTION 84

What are 2 ways to define a user's role?

- A. From the list view
- B. Through an automation rule
- C. During the import process
- D. Directly from the user record

Correct Answer: C, D

Section:

QUESTION 85

If a prospect clicks on a custom redirect after filling out a form, will the prospect's assigned Pardot campaign change?



- A. Yes, but only if the Pardot completion action for the custom redirect is set to change the campaign.
- B. No, a Pardot campaign will always stay the same since it's a first touchpoint.
- C. Yes, the Pardot campaign will change based on the page the custom redirect links to.
- D. No, it's not possible to change a Pardot campaign by clicking on a custom redirect.

Correct Answer: A

Section:

Explanation:

D. Yes, the Pardot campaign will change based on the page the custom redirect links to.

If you want to change a Prospect's Pardot Campaign, you can accomplish it via Automation Rules, Form completion actions, and more.

QUESTION 86

Rules, Form completion actions, and more.

What are 3 social posting connectors Pardot offers?

- A. Twitter
- B. Instagram
- C. Facebook
- D. LinkedIn
- E. Snapchat

Correct Answer: A, C, D

Section:

QUESTION 87

How can a Prospects score be changed?

- A. Segmentation rule
- B. Profile
- C. Completion Actions
- D. Manually

Correct Answer: C, D

Section:

QUESTION 88

How can you send an automated email to a prospect after they fill out a form?

- A. Using an Automation Rule
- B. Using a Completion Action
- C. None of the above
- D. Using a Segmentation Rule

Correct Answer: A, B

Section:

QUESTION 89



Does an automation rule ever match a prospect more than once?

A. Yes, automation rules run every time.

B. No, an automation rule will only affect a prospect one time

An automation rule can match a prospect more than once if you enable Repeat Rule. Otherwise, an automation rule will only affect a prospect one time.

Correct Answer: B

Section:

QUESTION 90

How do you use an automation rule to opt out prospects?

A. Change prospect field value: 'Do Not Email' to 'Do Not Email'

B. You can't use an automation rule to opt-out prospects.

C. Change prospect field value to Opt-out

Correct Answer: A

Section:

QUESTION 91

When are visitors converted to prospects?

A. When they run through completion actions

B. When an automation rule runs

C. When a prospect fills out a form or form handler

D. When the prospect visits a Pardot landing page

Correct Answer: C

Section:

QUESTION 92

How long does it take a drip program to start after unpausing it?

A. Immediately

B. Within 5 minutes

C. Within one hour

D. Within one business day

Correct Answer: C

Section:

QUESTION 93

Why should you set a form to Always Display?

A. To always show the form when someone returns to the page.

B. To get a higher form conversion rate

C. To prevent spammers from filling out the form



D. To ensure the prospect gets scored and graded.

Correct Answer: A

Section:

QUESTION 94

Can you tie multiple Salesforce accounts to one Pardot account?

- A. Yes, you can have up to 2 Salesforce accounts linked to one Pardot account.
- B. No, you can only have one Salesforce connector at a time.
- C. Yes, but you would need to contact Pardot Support to enable the feature for you.
- D. Yes, but it's only available to customers with the Pro Edition

Correct Answer: B

Section:

QUESTION 95

How can you ensure your email doesn't get stuck in spam?

- A. Create clear calls-to-action
- B. Create mobile-friendly version of the email
- C. Create a text version of the email
- D. Remove the unsubscribe from the email
- E. Add domain keys and SPF

Correct Answer: C

Section:

Explanation:

- create a text version
- avoid spammy words in the email copy
- Check image to text ratio
- Add domain keys and SPF

QUESTION 96

How can you preview/test matches for automation rules before you run them?

- A. Run the automation rule to see how many matches there are.
- B. Use the automation preview option.
- C. Create a list and see how many prospects are affected.

You can preview which prospects will be matches by your Automation Rules. After creating or editing your rules, click the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time (this is very fast for most rules — often under a minute). The preview will tell you how many prospects will be matched. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them.

Correct Answer: B

Section:

QUESTION 97

Creating or marking an opportunity as lost will result in the change of a prospect's score



- A. True
- B. False

Correct Answer: A

Section:

QUESTION 98

How can you delete a prospect?

- A. Through a completion action.
- B. Through an automation rule.
- C. You can't delete prospects.
- D. Through the prospect table actions.

Correct Answer: D

Section:

Explanation:

When you delete a prospect, the record is moved to the recycle bin. From the recycle bin, you can restore the prospect or permanently delete the record at any time. Deleting a prospect in Pardot does not delete the record it's syncing with in Salesforce. You can delete a prospect in several ways.

QUESTION 99

How can an action be applied to a prospect who views a specific page of a website?

- A. Through completion actions
- B. Through automation rules
- C. Through scoring
- D. Through page actions
- E. None of the above

Correct Answer: D

Section:

QUESTION 100

None of the above

Email, First Name, and Last Name are required fields in order for GoToWebinar to register a new user to an event.

- A. True
- B. False

Correct Answer: B

Section:

Explanation:

When creating a Pardot form to register a prospect for a webinar, you must, at a minimum, include these three required fields to successfully register the prospect for a webinar.

QUESTION 101

What will undelete a prospect?



- A. If the deleted prospect is imported into Pardot with the same email address
- B. If the deleted prospect visits a web page
- C. If the deleted prospect re-converts by filling out a form with the same email address

Correct Answer: A, C

Section:

Explanation:

- if the deleted prospect is imported into Pardot with the same email address
- If the deleted prospect re-converts by filling out a form with the same email address
- if the deleted prospect clicks a custom redirect
- if a deleted prospect downloads a non image file
- if the deleted prospect has an associated record in the CRM.

QUESTION 102

What does a marketing user have access to in Pardot?

- A. Can see users and groups
- B. Creating new lists, forms, landing pages and send list emails.
- C. Prospect management
- D. Can only import prospects
- E. None of the above

Correct Answer: A, B, C, D

Section:

QUESTION 103

What activities are completion actions available for?

- A. Custom Redirects
- B. Emails
- C. Forms
- D. Automation rules
- E. Files
- F. Page actions

Correct Answer: A, B, C, E, F

Section:

Explanation:

<https://www.pardot.com/blog/completion-actions/>

QUESTION 104

What are 3 webinar connectors Pardot offers?

- A. WebEx
- B. Adobe Connect
- C. ReadyTalk
- D. GoTo Webinar



E. AnyMeeting

Correct Answer: B, C, D

Section:

QUESTION 105

When do prospects sync to your CRM?

- A. When the prospect fills out a form on a landing page
- B. When a prospect has been assigned to a user or queue.
- C. When the prospect has a lead score greater than 50
- D. When the prospect visits a landing page
- E. When a prospect is created manually in the Pardot database.

Correct Answer: B

Section:

QUESTION 106

Your client wants to filter out their own IP address that is currently skewing their results. What do you recommend they use?

- A. An Automation Rule
- B. Add rules to the Pardot tracking code.
- C. Completion Actions with a filter
- D. Visitor Filters

Correct Answer: D

Section:

Explanation:

https://help.salesforce.com/articleView?id=pardot_admin_filters_parent.htm&type=5

QUESTION 107

Completion actions only affect prospects not visitors?

- A. True
- B. False

Correct Answer: A

Section:

QUESTION 108

How can you set a prospect's first touch campaign?

- A. Using automation rules.
- B. Using completion actions
- C. None of the above
- D. Using segmentation rules.



Correct Answer: B

Section:

QUESTION 109

A client wants to submit data to Pardot as well as their own database. What do you recommend they use?

- A. A third party tool
- B. This is not possible
- C. Pardot API
- D. Data.com connector
- E. Pardot form handlers

Correct Answer: E

Section:

QUESTION 110

When prospects register via a Pardot form, they will still receive GoToWebinar's reminder and registration emails.

- A. True
- B. False

Correct Answer: A

Section:

Explanation:

https://help.salesforce.com/articleView?id=pardot_connectors_gotowebinar_considerations.htm&type=5



QUESTION 111

LenoxSoft has had a Product Interest form live on their website for the past 3 months. They would like to make sure that, moving forward, every time the form is submitted, a custom field is updated. They also want to update that custom field for anyone who has submitted the form before today.

What combination of automation tools should LenoxSoft use to achieve this?

Choose one answer

- A. Automation rule and completion action
- B. Segmentation rule and completion action
- C. Dynamic list and automation rule
- D. Completion action and dynamic list

Correct Answer: A

Section:

QUESTION 112

LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Pardot marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer

- A. Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- B. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a

promotional offer.

- C. Create a segmentation list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects.
- D. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects

Correct Answer: A

Section:

QUESTION 113

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?

Choose one answer

- A. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- B. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.
- C. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
- D. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

Correct Answer: C

Section:

QUESTION 114

Which three activities can be used to trigger an increase or decrease in a prospect's score? (Choose three answers.)

- A. Unsubscribing from an email
- B. Printing an email
- C. Clicking a link in an email
- D. Opening an email
- E. Forwarding an email

Correct Answer: A, C, D

Section:

QUESTION 115

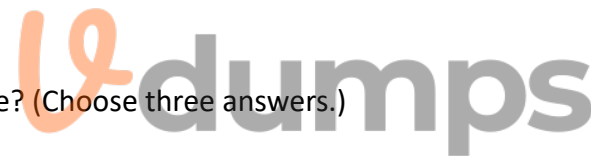
What is the fastest way for an Administrator to create a one-time of prospects who match specific criteria?

- A. Use a dynamic list.
- B. Use a completion action.
- C. Use an automation rule.
- D. Use a segmentation rule.

Correct Answer: D

Section:

QUESTION 116



What does the Google Analytics connector allow Pardot to do?

- A. Update the conversion field in Google Analytics.
- B. Sync prospects with Google AdWords.
- C. Send emails to prospects from Gmail.
- D. Append UTM parameters to a prospect record.

Correct Answer: D

Section:

QUESTION 117

If a form is added to a landing page, where will the submissions be reported?

- A. On the landing page
- B. On the form
- C. On the landing page's layout template
- D. On the form's layout template

Correct Answer: B

Section:

QUESTION 118

What should you do when multiple users are editing an email template at the same time?

- A. Multiple users cannot edit the same email template at the same time
- B. Always click Save and Exit or Save Draft and Exit to commit your changes and close your session before ' someone else edits it
- C. Update the same draft at the same time since the system will recognize updates made by both users
- D. Create two different drafts and merge them through the Email flow process to bring updates from both drafts into one



Correct Answer: B

Section:

QUESTION 119

What is the limit of social posting connectors you can create in your Pardot account?

- A. Five accounts per platform
- B. One account per user role, per platform
- C. There is no limit of accounts per platform
- D. One account per platform

Correct Answer: C

Section:

Explanation:

https://help.salesforce.com/articleView?id=pardot_connectors_social_posting_parent.htm&type=5

QUESTION 120

How many times can one automation rule match an individual prospect?

- A. 2
- B. 3
- C. 1
- D. 4

Correct Answer: C

Section:

QUESTION 121

Which three user role security limits can be added to an individual user account? (Choose three answers.)

- A. Max number of emails the user can send.
- B. Max number of prospects the user can manually delete.
- C. Max number of records a user can import.
- D. Max number of prospects the user can manually create.
- E. Max number of prospects the user can export.

Correct Answer: A, C, E

Section:

QUESTION 122

Which three variable tags can be used on layout templates for landing pages?
(Choose three answers.)

- A. %%description%%
- B. %%name%%
- C. %%title%%
- D. %%form%%
- E. %%content%%

Correct Answer: A, C, E

Section:

Explanation:

<https://www.pardot.com/blog/layout-templates/>

QUESTION 123

An Administrator wants to create a list whose members are all in the prospecting stage of the opportunity. Once the opportunity moves to another stage, the prospect should no longer be a member of this list. Which automation tool should the Administrator use to create this list?

- A. Static list
- B. Dynamic list
- C. Completion Action
- D. Automation Rule

Correct Answer: B

Section:



QUESTION 124

A custom redirect has a completion action to add a tag of "clicked" to all prospects that click it. An unknown visitor clicks on the link and then fills out the form as Bob. A prospect also clicks on the link and fills out a form as Kate.

Which three things will affect the prospect records based on these activities? (Choose three answers.)

- A. Bob's prospect record will have a tag of "clicked" applied to it.
- B. Bob's prospect record will show him clicking on the link and filling out the form.
- C. Kate's prospect record will show her clicking on the link and filling out the form.
- D. Kate's prospect record will have a tag of "clicked" applied to it.
- E. Bob's visitor record will have a tag of "clicked" applied to it.

Correct Answer: B, C, D

Section:

QUESTION 125

Where would an administrator go to check if the Email Sending Domains are set up properly after updating the DNS?

- A. The Dashboard
- B. The Sent Emails Page
- C. The System Preferences Page
- D. Admin-Domain Management

Correct Answer: D

Section:

Explanation:

The correct answer is: Admin-Domain Management.

**QUESTION 126**

Which Salesforce field type is unsupported for syncing with Pardot?

- A. Lookup
- B. Picklist
- C. Number
- D. Formula

Correct Answer: A

Section:

QUESTION 127

Which two Facebook accounts can be posted to using the Pardot Facebook connector? (Choose two answers.)

- A. Video Pages
- B. Linked Instagram Pages
- C. Company Pages
- D. Personal Pages

Correct Answer: C, D

Section:

QUESTION 128

On which two types of domains does Pardot set cookies? (Choose two answers.)

- A. Pardot domains
- B. Tracker domains
- C. Mobile domains
- D. Social media domains

Correct Answer: A, B

Section:

Explanation:

https://help.salesforce.com/articleView?id=pardot_basics_cookies.htm&type=5

QUESTION 129

Which two actions can be used to change a prospect's Pardot campaign? (Choose two answers.)

- A. Create an automation rule to change Pardot campaign for prospects meeting certain criteria.
- B. Add the prospect to a static list.
- C. Create a segmentation rule to change the Pardot campaign for prospects meeting certain criteria.
- D. Manually change the prospect's Pardot campaign when editing the prospect record.

Correct Answer: A, D

Section:



QUESTION 130

A form is created to automatically register prospects to a webinar upon submission.

Which automation tool should be used to accomplish this?

- A. Adding a completion action to register prospects on the form.
- B. Creating a segmentation rule to register prospects based on the form submission.
- C. Creating an automation rule to register prospects based on the form submission.
- D. Adding a form completion action as criteria for a dynamic list to be used as a recipient list.

Correct Answer: C

Section:

QUESTION 131

How many CRM How many CRM connectors can a Pardot instance have verified at one time?

- A. 1
- B. 2
- C. 5
- D. Unlimited

Correct Answer: A

Section:

QUESTION 132

What triggers a prospect record to sync from Pardot to the CRM? Choose 2 answers

- A. Landing page submission
- B. Mapping new custom fields
- C. Form submission
- D. Opening an email

Correct Answer: A, C

Section:

Explanation:

https://help.salesforce.com/articleView?id=pardot_activities_that_trigger_a_sync_from_pardot_to_salesforce.htm&type=5

QUESTION 133

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn't be able to get added back to it.

What is a recommended way to create this type of list?

- A. Use a completion action on the form to automatically add anyone who completes it to the list.
- B. Use a dynamic list that matches prospects as they complete the form.
- C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.
- D. Use table actions to add prospects who have completed the form to the list.

Correct Answer: C

Section:

QUESTION 134

What is a difference between a dynamic list and a static list?

- A. You cannot manually update list membership of a static list but you can manually update list membership of a dynamic list
- B. You cannot manually update list membership of a dynamic list but you can manually update list membership of a static list
- C. You can add an action to a dynamic list that will trigger when a prospect is added but you cannot add an action to trigger on a static list when a prospect is added
- D. Dynamic lists are retroactive while a static list cannot be retroactive

Correct Answer: B

Section:

QUESTION 135

What is a good way in Salesforce to verify that a record is syncing to a prospect in Pardot?

- A. The Pardot sync checkbox is checked
- B. The first and last name fields are not empty
- C. The Pardot URL field is not empty
- D. The lead/contact URL in Salesforce contains "Pardot"

Correct Answer: C

Section:

QUESTION 136

What does Pardot use to track HTML email opens?

- A. A tracking link is used as soon as a prospect clicks to open the email.
- B. A tracking pixel loads on HTML emails when images are downloaded.
- C. Opens are only tracked if a link is clicked; otherwise they are NOT tracked.
- D. A tracking pixel loads on text emails when images are downloaded.

Correct Answer: B

Section:

QUESTION 137

What user role must a Pardot user have in order to verify the Salesforce connector?

- A. Sales manager
- B. Sales
- C. Marketing
- D. Administrator

Correct Answer: D

Section:

QUESTION 138

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

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

Correct Answer: A, D, E

Section:

QUESTION 139

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

- A. Create a page action
- B. Create a segmentation rule
- C. Use a Tag
- D. Create an automation rule

Correct Answer: A

Section:



Explanation:

***remember that the page should contain Pardot tracking

QUESTION 140

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

- 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.

Correct Answer: A, B

Section:

