

# Salesforce.Pardot-Specialist.v2021-08-21.q91

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## NEW QUESTION: 1

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

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

**Answer: D (LEAVE A REPLY)**

## NEW QUESTION: 2

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

**Answer: (SHOW ANSWER)**

## NEW QUESTION: 3

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. Always display even if previously completed
- B. Do not prefill

- C. Display other fields in this form based on the value of this field
- D. Maintain the initial value upon subsequent form submissions

**Answer: A,B (LEAVE A REPLY)**

**NEW QUESTION: 4**

When an opportunity is created in Pardot from the sync with Salesforce, what campaign is set on the opportunity?

- A. The last campaign of the first contact associated to the opportunity.
- B. The last campaign of the last contact associated with the opportunity
- C. The first campaign of the first contact associated with the opportunity
- D. The first campaign of the last contact associated with the opportunity

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 5**

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score
- B. Account, Email, Profile, Score
- C. Campaign, Email, Full Name, Profile
- D. Campaign, Email, Profile, Score

**Answer: (SHOW ANSWER)**

Explanation

<https://static1.squarespace.com/static/54359ec1e4b0d2eefcc96bb0/t/5b930f624ae2373f8cb06bad/153636438862>

The image shows a screenshot of the 'Create Prospect' form in Pardot. The form is titled 'Create Prospect' and contains the following fields: First Name, Last Name, Email, Company, Account (with a dropdown menu set to 'No account'), Website, Campaign (with a dropdown menu), Profile (with a dropdown menu), Assign To (with a dropdown menu), Notes (with a text area), and Score (with a dropdown menu set to 0). A watermark 'freepdfdumps.com' is visible across the form, and a 'salesforce' logo is also present.

**NEW QUESTION: 6**

What does Pardot use to track HTML email opens?

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

Answer: ([SHOW ANSWER](#))

#### NEW QUESTION: 7

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

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

Answer: C ([LEAVE A REPLY](#))

#### NEW QUESTION: 8

When should an automation rule be used instead of a segmentation rule?

- A. To perform the action to apply continuously for prospects that match the rule.
- B. To perform the action to be based on criteria.
- C. To have the action retroactively apply to prospects that match the rule.
- D. To perform the action to only apply once for prospects that match the rule.

Answer: ([SHOW ANSWER](#))

#### NEW QUESTION: 9

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

Answer: ([SHOW ANSWER](#))

#### NEW QUESTION: 10

You can set up Pardot yourself to sync with Person Accounts.

- A. False (you need to contact Pardot support to enable this functionality)
- B. True

Answer: ([SHOW ANSWER](#))

#### NEW QUESTION: 11

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

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

**Answer: A,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 12**

How can a visitor convert to a prospect?

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

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 13**

What causes a sync from Salesforce to Pardot?

- A. Updating the record's assigned owner
- B. Updating a field on a contact record that does not have an email address
- C. Updating a formula field in Salesforce
- D. Prospect opens one to one email

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 14**

How can a Pardot user grant a Pardot team member access to their Pardot account? (Choose two answers.)

- A. Click "Grant Access" from the request email they receive.
- B. Hover over the person icon in Pardot and select "Grant Account Access."
- C. Email Pardot Support with a customized access link.
- D. Click the "Grant Pardot Access" link on the Pardot dashboard.

**Answer: B,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 15**

Viewing your pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited your pricing page. What automation tool would best achieve this?

- A. Create a Dynamic List based on page view to segment automatically
- B. Create a special campaign to track pricing pageviews
- C. Create a Page Action set to Tag prospects as having viewed it and add them to a list
- D. Create a Form with a Completion Action to send a pricing sheet

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 16**

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

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

**Answer: A (LEAVE A REPLY)**

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**NEW QUESTION: 17**

A Marketing Manager meets a new customer at an event. How can they create that new customer as a prospect in Pardot?

- A. Take a picture of their business card and upload it into Pardot.
- B. Have the prospect submit a form with their name and email address.
- C. Create a new lead in Salesforce without an email address.
- D. Add the prospect's first name and last name to a CSV file and import that into Pardot.

**Answer: A,B (LEAVE A REPLY)**

**NEW QUESTION: 18**

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

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 19**

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 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.
- B.** 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
- C.** 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.
- D.** 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.

**Answer: C ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 20**

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

The correct answer is: Admin-Domain Management.

**Answer: D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 21**

By default (using business accounts) Pardot creates new records as:

- A.** Contacts
- B.** Leads

**Answer: B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 22**

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.** Use a dynamic list to use as a recipient list on an email send.
- C.** Send using an engagement program.
- D.** Send using a segmentation rule.

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 23**

How can a prospect's score be changed?

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

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 24**

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

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 25**

How often does Pardot sync with Salesforce?

- A. 5 minutes
- B. 10 minutes
- C. Real time
- D. 30 minutes

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 26**

Identify the paid search ad platforms for which Pardot has a native integration.

- A. All of the Above
- B. Yahoo
- C. Bing
- D. Google AdWords

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 27**

When is a prospect automatically removed from future email sends?

- A. None
- B. After 5 Soft Bounces
- C. Any Bounce
- D. Soft Bounce
- E. Hard Bounce

**Answer: B,E ([LEAVE A REPLY](#))**

**NEW QUESTION: 28**

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

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 29**

What does scoring measure?

- A. Personal information about a prospect
- B. Time spent on a website by a prospect and explicit information about the prospect
- C. Time spent on website by a prospect
- D. Activities performed by a prospect

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 30**

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

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

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 31**

Form or Form Handler? I need to maintain my current lead flow.

- A. Form
- B. Form Handler

**Answer: ([SHOW ANSWER](#))**

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**NEW QUESTION: 32**

Arrange these events in sequence:

- A . The visitor is now a prospect.
- B . A visitor submits a conversion form
- C . A cookie is applied
- D . The prospect's activity history is available to view in Pardot
- E . Visitors access your company website

- A. A D E C B
- B. E B A D C
- C. C B A D E
- D. E C B A D

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 33**

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

**Answer: D ([LEAVE A REPLY](#))**

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.

**NEW QUESTION: 34**

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

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

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 35**

False

19. Which of these are default user roles?

- A. Administrator
- B. Sales Manager
- C. Sales User
- D. Admin Vacation
- E. Marketing
- F. Sales Manager's Assistant

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 36**

What information cannot be displayed as a graph (line or bar) on the dashboard?

- A. Conversions
- B. Opportunities Lost
- C. All Prospects
- D. Prospects Created
- E. Opportunities Created

**Answer: A,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 37**

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

- A. True
- B. False

**Answer: ([SHOW ANSWER](#))**

[https://help.salesforce.com/articleView?id=pardot\\_connectors\\_gotowebinar\\_considerations.htm&type=5](https://help.salesforce.com/articleView?id=pardot_connectors_gotowebinar_considerations.htm&type=5)

**NEW QUESTION: 38**

Which three variable tags can be used on layout templates for landing pages?

(Choose three answers.)

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

**Answer: A,C,E ([LEAVE A REPLY](#))**

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

**NEW QUESTION: 39**

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.

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 40**

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

**Answer: D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 41**

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 walks the visitor through a demo.
- C. The sales rep manually associates the visitor with a prospect.
- D. The sales rep increases the visitor s score to 100.

**Answer: C ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 42**

Which adheres most closely to email sending best practices?

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

**Answer: A ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 43**

What is Lead Qualification?(select two)

- A. An automated set of actions that ensures your sales team gets a steady stream of purchase-ready prospects.
- B. The process of determining when a prospect is ready for follow up from your marketing team.
- C. The process of determining when a prospect is ready for follow up from your sales team.

**Answer: B,C ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 44**

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

Choose one answer

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

**Answer: B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 45**

What does Pardot sync first with Salesforce?

**A.** Contacts

**B.** Leads

**Answer: A** ([LEAVE A REPLY](#))

By default, when Pardot syncs a prospect, Pardot looks for contacts with a matching email address as first priority. If it doesn't find any, it will look for a matching lead to sync with. If it doesn't find one of those, either, it will create a lead. For more details -> [https://help.salesforce.com/articleView?id=000273582&language=en\\_US&type=1](https://help.salesforce.com/articleView?id=000273582&language=en_US&type=1)

#### **NEW QUESTION: 46**

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.** Add a user to a Custom Role directly from their User Record.

**C.** Assign new users to a previously created Custom Roles during the import process.

**D.** Add a batch of existing users to a Custom Role using table actions

**Answer: (SHOW ANSWER)**

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#### **NEW QUESTION: 47**

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

**A.** Always click Save and Exit or Save Draft and Exit to commit your changes and close your session before ' someone else edits it

**B.** Update the same draft at the same time since the system will recognize updates made by both users

**C.** Multiple users cannot edit the same email template at the same time

**D.** Create two different drafts and merge them through the Email flow process to bring updates from both drafts into one

**Answer: A** ([LEAVE A REPLY](#))

#### **NEW QUESTION: 48**

What editions of Salesforce can sync with Pardot?

**A.** Enterprise Edition and lower

**B.** Professional Edition and higher

**C.** Standard Edition and higher

**Answer: B** ([LEAVE A REPLY](#))

**NEW QUESTION: 49**

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

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

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 50**

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

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

**Answer:** C ([LEAVE A REPLY](#))

**NEW QUESTION: 51**

In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record? (Choose two answers.)

- A. Shared email address
- B. Shared tracking pixel
- C. Shared Contact or Lead ID
- D. Shared Assigned User ID

**Answer:** A,C ([LEAVE A REPLY](#))

**NEW QUESTION: 52**

Which type of email send can a completion action be added to?

- A. Engagement Program email
- B. List email send
- C. Email template
- D. Autoresponder

**Answer:** D ([LEAVE A REPLY](#))

**NEW QUESTION: 53**

What factors are involved with and determine email deliverability?

(Choose 2)

- A. Domain Keys
- B. Sender ID
- C. CAN-SPAM
- D. Sender Policy Framework (SPF)
- E. Whitelist

**Answer: A,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 54**

When looking at a landing page report in Pardot, what does unique submissions represent?

- A. The total number of times a form on the landing page has been successfully completed.
- B. The number of individual prospects who submitted the landing page at least once.
- C. The number of times that an anonymous visitor successfully completed a form on the landing page and therefore "converted" to a prospect.
- D. The number of individual prospects who viewed the landing page at least once.

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 55**

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

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 56**

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

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

**Answer: A,E ([LEAVE A REPLY](#))**

**NEW QUESTION: 57**

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

D. The wait time is paused and the prospect will finish the remaining wait time when the program resumes and process to next step.

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 58**

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

- A. The Pardot field must be a drop-down field.
- 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 Lead and Contact fields must have the same API name.

**Answer:** B,D ([LEAVE A REPLY](#))

**NEW QUESTION: 59**

What is an ideal Click-Through Rate (CTR)?

- A. more than 5%
- B. more than 2%
- C. less than 1%
- D. 1%

**Answer:** B ([LEAVE A REPLY](#))

**NEW QUESTION: 60**

Why should you set a form to Always Display?

- A. To get a higher form conversion rate
- B. To prevent spammers from filling out the form
- C. To always show the form when someone returns to the page.
- D. To ensure the prospect gets scored and graded.

**Answer:** C ([LEAVE A REPLY](#))

**NEW QUESTION: 61**

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

**Answer:** ([SHOW ANSWER](#))

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**NEW QUESTION: 62**

What activities are completion actions available for?

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

**Answer: A,B,C,E,F (LEAVE A REPLY)**

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

**NEW QUESTION: 63**

An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?

- A. CRM
- B. Company's DNS
- C. Dashboard
- D. Account Settings

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 64**

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

**Answer: A,B,C (LEAVE A REPLY)**

**NEW QUESTION: 65**

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

**Answer: A** ([LEAVE A REPLY](#))

#### **NEW QUESTION: 66**

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

**Answer: (SHOW ANSWER)**

[https://help.salesforce.com/articleView?id=pardot\\_admin\\_filters\\_parent.htm&type=5](https://help.salesforce.com/articleView?id=pardot_admin_filters_parent.htm&type=5)

#### **NEW QUESTION: 67**

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

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

**Answer: A,B,E** ([LEAVE A REPLY](#))

#### **NEW QUESTION: 68**

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

**Answer: B** ([LEAVE A REPLY](#))

#### **NEW QUESTION: 69**

A user wants to set up an automated grading model in Pardot.

Which two components are required to achieve this? Choose 2 answers

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

**Answer: B,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 70**

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

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

**Answer: C,D ([LEAVE A REPLY](#))**

**NEW QUESTION: 71**

What are the benefits of warming up an IP address?

- A. Avoid IP Blacklisting
- B. IPs don't work well when cold
- C. Increase Deliverability
- D. Build up email reputation

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 72**

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

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 73**

How can a Prospects score be changed?

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

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 74**

How is an active visitor different from an identified visitor?

- A. An active visitor is identified by Pardot after visiting a web page.
- B. An active visitor visited two or more pages regardless of identification.
- C. An active visitor is identified by Pardot after visiting a web page and are NOT ISPs.
- D. An active visitor visited two or more pages and have been identified.

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 75**

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 Sanding"
- B. Edit the list to be available for "Email Templates"
- C. Edit the email template to make it available for "List Emails"
- D. Edit the email template and choose the appropriate list

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 76**

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

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

**Answer: B,D (LEAVE A REPLY)**

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**NEW QUESTION: 77**

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

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 78**

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 explanation do you give as to why the actions did not occur?

- A. The client did not un-pause the completion actions.
- 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 has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors.
- D. Kiosk mode was enabled on the form, so completion actions did not run.

**Answer: C ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 79**

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

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

**Answer: C,D ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 80**

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

**Answer: B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 81**

There are absolutely no restrictions on how you assign custom users abilities.

- A. False
- B. True

**Answer: B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 82**

Which Pardot asset would an Administrator create in order to collect the information from prospects who are interested in being for an upcoming product launch?

- A. Email template with a form embedded into the HTML.
- B. Landing page with a form.
- C. Engagement program with product launch details.

D. Landing page without a form.

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 83**

Form or Form Handler? I want to use progressive profiling to personalize my form.

A. Form

B. Form Handler

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 84**

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

A. Data.com connector

B. This is not possible

C. Pardot API

D. A third party tool

E. Pardot form handlers

**Answer: E ([LEAVE A REPLY](#))**

**NEW QUESTION: 85**

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. Dynamic list

C. Segmentation rule

D. Automation rule

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 86**

Why is a reCAPTCHA displayed when I did not choose to display it?

A. At form submission Pardot pings a database of known prospects and when a match is found automatically displays a reCAPTCHA.

B. At form submission Pardot pings a database of known spammers and when a match is found automatically displays a reCAPTCHA.

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 87**

What is required for a record in salesforce to be synced or created as a prospect record in Pardot?

A. Name

B. Phone

C. Email address

D. Company

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 88**

Arrange the steps to Access a Prospect Record:

A . Select Prospect

B . Mouseover Prospects

C . Click Prospect List

A. C A B

B. A B C

C. A C B

D. B C A

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 89**

What information can you access on the Prospect List?

A. Prospect's Title

B. Prospect's Email Address

C. Date of prospect's last activity

D. Prospect's Grade

E. Prospect's Company

F. Prospect's Name

G. Prospect's Score

H. Date of when prospect converted from a visitor

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 90**

A Pardot administrator would like to enable bot protection on their forms.

Which two Pardot form actions would accomplish this?

Choose 2 answers

A. reCaptcha

B. Enable HTTPS

C. Honeypot Technique

D. Dependent Fields

**Answer: A,C ([LEAVE A REPLY](#))**

**NEW QUESTION: 91**

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

A. Change prospect field value to Opt-out

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

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

Answer: ([SHOW ANSWER](#))

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