

Salesforce.Pardot-Specialist.v2025-02-14.q120

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https://www.freepdfdumps.com/Salesforce.Pardot-Specialist.v2025-02-14.q120.html	

NEW QUESTION: 1

LenoxSoft needs their form to post directly to a third-party platform as well as Pardot upon submission. Which Pardot tool should they use?

- A. Form Handler
- B. Pardot Form
- C. Dynamic Content
- D. Custom Redirect

Answer: A (LEAVE A REPLY)

NEW QUESTION: 2

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.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 3

Which Salesforce field type is unsupported for syncing with Pardot?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 4

What behavior should an Administrator expect if a new send email step is added to the middle of an engagement program that has been running for several weeks?

- A. All prospects in the engagement program who have NOT reached the end will receive the email.
- B. All prospects in the engagement program will receive the email, even those who have already reached the end.
- C. A new email CANNOT be added to an engagement program.
- D. Only prospects in the engagement program who have NOT reached that step will receive the email.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

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.

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

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.

NEW QUESTION: 7

Arrange the steps to Access a Prospect Record:

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

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

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

NEW QUESTION: 8

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

- A. True
- B. False

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

Explanation

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

NEW QUESTION: 9

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

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

NEW QUESTION: 10

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. Low click rates encourage the user to optimize content or link placement in other email sends.
- C. High click rates indicates that the email subject line should be the focus of the email content.
- D. High open rates indicates that prospects are interacting with the content.

Answer: (SHOW ANSWER)

NEW QUESTION: 11

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

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

The correct answer is: Admin-Domain Management.

NEW QUESTION: 12

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

- A. Create a text version of the email
- B. Remove the unsubscribe from the email
- C. Add domain keys and SPF
 - create a text version
 - avoid spammy words in the email copy
 - Check image to text ratio
 - Add domain keys and SPF
- D. Create mobile-friendly version of the email
- E. Create clear calls-to-action

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

NEW QUESTION: 13

By default, which object is Salesforce is created when a new prospect is assigned in Pardot?

- A. Content
- B. Lead
- C. Account
- D. Opportunity

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

NEW QUESTION: 14

Which type of asset is permanently deleted and NOT saved in the recycle bin?

- A. Content files
- B. Site searches
- C. Automation rules
- D. Landing pages

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

NEW QUESTION: 15

What are two benefits of the engagement studio tasting experience?

Choose 2 answers

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

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

NEW QUESTION: 16

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

Which two Pardot form actions would accomplish this?

Choose 2 answers

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

Answer: A,B (LEAVE A REPLY)

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NEW QUESTION: 17

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 18

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 19

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

Answer: C (LEAVE A REPLY)

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

NEW QUESTION: 20

What is a good default sales ready lead score?

- A. 200
- B. 50
- C. 100
- D. 75

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

NEW QUESTION: 21

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

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

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

NEW QUESTION: 22

A company wants to send emails from a new domain.

Where should an Admin navigate to in Pardot to add the new domain?

- A. Marketing | System Emails
- B. Admin | Domain Management
- C. Marketing | Email Sending Domains
- D. Admin | Security

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

NEW QUESTION: 23

What would make the Salesforce connector become unverified?

- A. The Salesforce account has reached the limit of the number of lead or contact records that could be created
- B. The Pardot account has reached the limit of the number of prospect records that could be created
- C. The connector user's Pardot password was changed
- D. The connector user's Salesforce password was changed

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

Explanation

If you change the username or password the connector won't work. details in Pardot and re-verified the connector.

NEW QUESTION: 24

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

- A. Use the Express Export option
- B. Use the Simple Export option
- C. 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.

D. Copy and paste the information from the Prospect table into Excel.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 25

The marketing team thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them.

Which Pardot feature of email flow could be used to run these tests?

A. Create a one-off email test send by entering an email address in the Send to Individual Emails section of the testing tab.

B. Create a test list of approved users to use in the testing tab of the email flow.

C. Create a dynamic list of approved users to use as the recipient list in the sending tab.

D. Create a static list of approved users to use as the recipient list in the sending tab.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

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

A. Shared Contact or Lead ID

B. Shared tracking pixel

C. Shared Assigned User ID

D. Shared email address

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 27

An engagement studio program is created with an Email Send action step immediately followed by an Email Open trigger step with a 3 day wait. A prospect is sent the email and progresses to the Email Open trigger. On day 2, the prospect opens the email.

How would the prospect progress through the trigger step?

A. The prospect will progress down the 'No' path after waiting 1 day since the email open did not occur on day 3.

B. The prospect will immediately progress down the "Yes" path since the email was opened.

C. The prospect will progress down the 'Yes' path after waiting 1 more day since the email was opened.

D. The prospect will immediately progress down the No' path since the email open did not occur on day 3.

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

NEW QUESTION: 28

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 at least one variable tag

B. The email designates a general or specific sender

C. The email contains an unsubscribe link

- D. The email contains a text version
- E. The email uses dynamic content

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

How often does Pardot sync with Salesforce?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 30

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: 31

If the information in Salesforce differs from the information in Pardot, by default what information will be kept?

- A. The information in Salesforce will override the information in Pardot
- B. The information in Pardot will override the information in Salesforce
- C. All information will be kept, which may result in two records for one person
- D. The differing information will be deleted from both Salesforce and Pardot, which may result in blank records https://help.salesforce.com/articleView?id=pardot_default_prospect_field_mapping.htm&type=5

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

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NEW QUESTION: 32

What type of Information do rule step types look for in engagement studio programs?

- A. Prospect activity
- B. Prospect behavior
- C. Prospect Interest
- D. Prospect criteria

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

NEW QUESTION: 33

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

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

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

NEW QUESTION: 34

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

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

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

NEW QUESTION: 35

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

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

NEW QUESTION: 36

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>

Create Prospect

First Name

Last Name

Email*

Company

Account No account

Website

Campaign*

Profile*

Assign To

Notes

Score* 0

NEW QUESTION: 37

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 date for the email.

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 38

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

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

Answer: B,C,D,E (LEAVE A REPLY)

NEW QUESTION: 39

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

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

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

NEW QUESTION: 40

In order for the Salesforce connector to verify, what does the connector user need to enter?

- A. The Administrator's Salesforce credential
- B. The connector user's Salesforce credential
- C. The Administrator's Pardot credential
- D. The connector user's Pardot credential

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 41

A new Lead record is created in Salesforce without an email address and the Salesforce connector is set to "automatically create prospects in Pardot".

What action would occur in Pardot?

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

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

NEW QUESTION: 42

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

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

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

NEW QUESTION: 43

Arrange the steps to Access a Prospect Record:

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

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

NEW QUESTION: 44

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 45

LenoxSoft wants the "State" field to appear in real-time whenever a prospect selects "United States" for the "Country" field when completing their Pardot form.

Which form feature should be utilized?

- A. Dependent fields
- B. Kiosk/Data Entry Mode
- C. Email Validation
- D. Progressive Profiling

Answer: D (LEAVE A REPLY)

NEW QUESTION: 46

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)

Explanation

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.

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NEW QUESTION: 47

What is a good bounce rate?

- A. Less than 10%
- B. More than 10%

- C. More than 20%
- D. Less than 5%

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

NEW QUESTION: 48

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.

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

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.

NEW QUESTION: 49

Which two events trigger a prospect record to sync from Pardot to Salesforce? (Choose two answers.)

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 50

Which two activities can automatically increase a prospects score using the default scoring model? Choose 2 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 51

What is the difference between a visitor and a prospect?

- A. A prospect has an identified email address, while a visitor does not have an identified email address.
- B. A prospect has submitted a Pardot form, while a visitor has not submitted a Pardot form.
- C. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.
- D. A prospect has an assigned user, while a visitor does not have an assigned user.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 52

What form handler setting allows prospects to receive multiple autoresponders from form hour period?

- A. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- B. Execute form handler in real time after every submission
- C. Attribute all prospect activities to prospect record after every submission
- D. Disable Visitor Activity Throttling and send autoresponder emails after every submission

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

NEW QUESTION: 53

LenoxSoft wants the "State" field to appear in real-time whenever a prospect selects "United States" for the "Country" field when completing their Pardot form.

Which form feature should be utilized?

- A. Progressive Profiling
- B. Dependent fields
- C. Kiosk/Data Entry Mode
- D. Email Validation

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

NEW QUESTION: 54

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

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

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

NEW QUESTION: 55

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

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

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

NEW QUESTION: 56

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

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: 57

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 58

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 59

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

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

NEW QUESTION: 60

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.

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

Explanation

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.

NEW QUESTION: 61

What editions of Salesforce can sync with Pardot?

A. Professional Edition and higher

B. Enterprise Edition and lower

C. Standard Edition and higher

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

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NEW QUESTION: 62

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. Dependent Fields

B. Always display even if previously completed

C. Progressive Profiling

D. reCaptcha

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

NEW QUESTION: 63

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

A. None of the above

B. Using segmentation rules.

C. Using completion actions

D. Using automation rules.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 64

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 65

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

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

NEW QUESTION: 66

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

Create Prospect

First Name

Last Name

Email *

Company

Account No account

salesforce

Website

Campaign

Profile *

Assign To

Notes

Score *

NEW QUESTION: 67

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

Answer: A,B (LEAVE A REPLY)

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

NEW QUESTION: 68

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

Answer: A,C (LEAVE A REPLY)

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

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

NEW QUESTION: 69

A new Lead record is created in Salesforce without an email address and the Salesforce connector is set to "automatically create prospects in Pardot".

What action would occur in Pardot?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 70

What is Lead Qualification?(select two)

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 71

What is a capability of an automation rule?

- A. Run an action on a visitor every time the criteria is met.
- B. Run an action on a prospect multiple times per day.
- C. Run an action on a prospect the first time the criteria is met.
- D. Run an action on a prospect or visitor the first time the criteria is met.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 72

A Pardot form is placed onto a Pardot landing page to register prospects for an upcoming tradeshow. A Pardot administrator wants to know how many unique submissions they have so far.

Which report should they check to see the number of unique submissions for the form on the landing page?

- A. Landing page report
- B. Event report

C. Form handler report

D. Form report

Answer: (SHOW ANSWER)

NEW QUESTION: 73

You can set up Pardot to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account.

A. True

B. False

Answer: A (LEAVE A REPLY)

NEW QUESTION: 74

An engagement studio action step is scheduled to send an email on March 20th.

What should happen to the prospects who reach this step after that scheduled day?

A. A prospect arriving after the send date will remain on the step until a new send date is set

B. A prospect arriving after the send date will skip the Send Email step.

C. A Prospect arriving after the send date will be removed from the program.

D. A ProsPect arriving after the send date will be sent the email.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 75

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. Completion Action

B. Dynamic List

C. Automation Rule

D. Page Action

Answer: (SHOW ANSWER)

NEW QUESTION: 76

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 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.

- B.** 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.
- 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. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 77

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

Answer: (SHOW ANSWER)

Explanation

[https://help.salesforce.com/articleView?](https://help.salesforce.com/articleView?id=pardot_activities_that_trigger_a_sync_from_pardot_to_salesforce.htm)

[id=pardot_activities_that_trigger_a_sync_from_pardot_to_salesforce.htm](https://help.salesforce.com/articleView?id=pardot_activities_that_trigger_a_sync_from_pardot_to_salesforce.htm)

NEW QUESTION: 78

Which two considerations must be made when creating a repeating automation rule?

Choose 2 answers

- A. Setting the number of times a prospect can match the repeating automation rule
- B. Setting a date for when prospects can no longer match the repeating automation rule
- C. Setting how many prospects are allowed to match the repeating automation rule
- D. Setting how many days must pass before a prospect can match the repeating automation rule

Answer: D (LEAVE A REPLY)

NEW QUESTION: 79

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 sand data for the email.

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

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

NEW QUESTION: 80

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

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

NEW QUESTION: 81

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 82

An administrator wants to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out. If a prospect later opts back in, they should be added back to the list.

How should the list be created?

- A. Use a completion action on the form to automatically add anyone who completes it to the list.
- B. Use a dynamic list to automatically add or remove prospects based on the form completion and their opt out status.
- C. Use table actions to add prospects to the list if they've filled out the form, but haven't opted out from communications.
- D. Use an automation rule to automatically add or remove prospects to the list if they submit the form, but aren't opted out.

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

NEW QUESTION: 83

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

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

NEW QUESTION: 84

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

Answer: ([SHOW ANSWER](#))

NEW 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.
- E. Yes, the Pardot campaign will change based on the page the custom redirect links to.

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

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

NEW QUESTION: 86

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

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

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

NEW QUESTION: 87

What would a hard bounce refer to on an email sending report?

- A. An email that is recognized, but returned to the sender because the recipient's mailbox is full.
- B. An email that is recognized, but returned to the sender because the mail server is temporarily unavailable
- C. An email that permanently bounced back to the sender because the address is invalid.
- D. An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 88

A user creates a copy of Email Template A, makes changes and saves as Email Template B.

They send a list email using Email Template B.

The user finds that Email Template A's reporting metrics are not changing as a result of the new list email send.

Why would this occur?

- A. Email Template A should have been deleted after creating the copy.
- B. An email template's metrics do not change after the template is used one time.
- C. The user should have made Email Template A the primary template.
- D. The metrics would be attributed to Email Template B.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 89

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

Answer: C,D,E (LEAVE A REPLY)

NEW QUESTION: 90

What information can you find about your competitors in Pardot?

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

Answer: C,D,E (LEAVE A REPLY)

NEW QUESTION: 91

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

- A. %%unsubscribe %% or %% email_preference_center %%
- B. %%unsubscribe % or %% opt_out %%

- C. %%opt_out%% or %%email_preference_center%%
- D. %%opt_out%% report_spam %%

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 92

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 93

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. False
- B. True

Answer: B (LEAVE A REPLY)

NEW QUESTION: 94

LenoxSoft wants to understand how many different prospects registered for their most recent webinar. Which Pardot form report metric should be reviewed?

- A. Total clicks
- B. Total Submissions
- C. Unique Submissions
- D. Conversions

Answer: C (LEAVE A REPLY)

NEW QUESTION: 95

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

- A. Leads
- B. Contacts

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 96

LenoxSoft enabled the "Always Display Form After Submission" setting on their Pardot form. What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

- A. The thank-you content would continue to be shown.
- B. The form would be displayed on the page once again.
- C. The prospect would receive an error message.
- D. The prospect would be redirected to a thank-you page.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 97

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. Landing page without a form.
- B. Email template with a form embedded into the HTML.
- C. Engagement program with product launch details.
- D. Landing page with a form.

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

NEW QUESTION: 98

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

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

NEW QUESTION: 99

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

- A. Use the automation preview option.
- B. Run the automation rule to see how many matches there are.
- 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.

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

NEW 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

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

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.

NEW QUESTION: 101

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 will be added to the list.

B. The newly converted prospect will NOT be affected because it was their first submission.

C. The prospect activities will show that the custom redirect was clicked.

D. The prospect activities will show that the form was successfully completed.

E. The prospect will be tagged.

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

NEW QUESTION: 102

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

A. False

B. True

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

NEW QUESTION: 103

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

A. Form

B. Form Handler

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

NEW QUESTION: 104

LenoxSoft wants to use their product interest field on a demo request form. They would like to display the phrase "which product most interests you?"

" for their product interest field.

Which field component should they modify?

- A. The field type
- B. The field data format
- C. The prospect field
- D. The prospect field label

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

NEW QUESTION: 105

A marketing manager sent an email template last week to their "Hot Prospects" list, which is populated dynamically based on the prospects' scores. They want to send the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again.

How should they accomplish this?

- A. Send the email template to the "Hot Prospects" list, but select the "deduplicate" option to remove recipients that already received the email last week.
- B. Send the email template to the "Hot Prospects" list like last time; the prospects that received it before will be automatically suppressed from receiving the same email template.
- C. Create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the "Hot Prospects" list.
- D. Create a new dynamic list using the criteria "Prospect email template", the template name, and "was not received" and then use it as the recipient list when sending the email template.

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

NEW QUESTION: 106

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

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

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

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NEW QUESTION: 107

A prospect with a Pardot score over 100 can view and opt out of a list on the Pardot Email Preference Center.

The following month, the prospect's score falls below 100, so they are removed from the list and can no longer view that list on the Email Preference Center.

Which two characteristics must be true of that list?

Choose 2 answers

- A. It is a Dynamic List
- B. It is a CRM Visible List
- C. It is a Static List
- D. It is a Public List

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

NEW QUESTION: 108

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

(Choose three answers.)

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 109

Form or Form Handler? I need data de-duplication in the CRM.

- A. Form Handler
- B. Form

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 110

An engagement program is using a dynamic list. A prospect was matching the rules of the list and completed Steps 1 through 3 of the engagement program. The prospect then was removed from the dynamic list because they no longer matched the rules.

If the prospect is added back to the dynamic list, what can an Administrator expect to happen?

- A. The prospect will continue on the engagement program to Step 4.
- B. The prospect will begin the engagement program again on Step 1.
- C. The prospect will continue on the engagement program to Step 3.
- D. The prospect will be added to a suppression list used by the engagement program.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 111

New prospects match a dynamic lists rule criteria. This dynamic list is used as a recipient list on an engagement studio program.

What will happen to the new prospects if the program is currently running and the prospects have not run through the engagement studio program before?

- A.** The prospects remain on the list, but are NOT added to the program until the next day.
- B.** The prospects are added to the program, but do NOT start processing until the program is paused and restarted.
- C.** The prospects are added to the program and automatically start processing through the program.
- D.** The prospects are added to the program, but wait for a user to manually select them to process.

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

NEW QUESTION: 112

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.

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

NEW QUESTION: 113

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

Explanation

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

Create Prospect

First Name

Last Name

Email*

Company

Account No account

Website

Campaign*

Profile

Assign To

Notes

Score* 0

NEW QUESTION: 114

Identify the differences between default and custom roles.

- A. Default roles are included with Pardot
- B. Custom roles can be edited
- C. Default roles can be edited
- D. Default roles can be deleted
- E. Custom Roles can be created from scratch
- F. Custom roles can be created from a default role
- G. Default roles are included with Pardot

Answer: A,C,E,F,G (LEAVE A REPLY)

Explanation

More info here: https://help.salesforce.com/articleView?id=pardot_users_custom_roles.htm

NEW QUESTION: 115

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 116

An administrator wants to create a dynamic list of all prospects who have accessed a certain file have a specific value, but there are more prospects than anticipated in the preview.

What could be happening?

- A. Match type is set to "Match All."
- B. This is not possible with dynamic lists.
- C. Field value is not mapped.
- D. Match Type is set to "Match Any."

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

NEW QUESTION: 117

How can a visitor convert to a prospect?

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

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

NEW QUESTION: 118

What would an Administrator use to send a single email to a list of prospects?

- A. Social message
- B. List email
- C. Email template
- D. Engagement program

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

NEW QUESTION: 119

A user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program.

Which prospects will process through the new step once the program is started again?

- A. All prospects on the recipient list
- B. All prospects on the suppression list
- C. All prospects in the program
- D. All prospects new to the program

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

NEW QUESTION: 120

What would make the Salesforce connector become unverified?

- A. The Salesforce account has reached the limit of the number of lead or contact records that could be created
- B. The Pardot account has reached the limit of the number of prospect records that could be created
- C. The connector user's Pardot password was changed
- D. The connector user's Salesforce password was changed

Answer: D (LEAVE A REPLY)

Explanation

If you change the username or password the connector won't Update the details in Pardot and re-verify the connector.

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