

Salesforce.Pardot-Specialist.v2025-05-01.q150

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https://www.freepdfdumps.com/Salesforce.Pardot-Specialist.v2025-05-01.q150.html	

NEW QUESTION: 1

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

A Pardot administrator wants to ensure that only a prospect's company email address with the format of "name@companyname.com" is captured on their form.

Which data format is recommended for the email field?

- A. Emails not from ISPs and free email providers
- B. Email
- C. Text
- D. Email with valid server

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

NEW QUESTION: 3

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 dynamic list that matches prospects as they complete the form.
- B. Use table actions to add prospects who have completed the form to the list.

C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.

D. Use a completion action on the form to automatically add anyone who completes it to the list.

Answer: (SHOW ANSWER)

NEW QUESTION: 4

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

A. Form Handler

B. Form

Answer: B (LEAVE A REPLY)

NEW QUESTION: 5

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

Answer: (SHOW ANSWER)

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.

NEW QUESTION: 6

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

A. The sales rep walks the visitor through a demo.

B. The sales rep increases the visitor s score to 100.

C. The sales rep gives the visitor a phone call.

D. The sales rep manually associates the visitor with a prospect.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 7

Arrange these events in sequence:

A. E C B A D

B. A D E C B

C. Visitors access your company website

D. C B A D E

E. E B A D C

F. A cookie is applied

G. The prospect's activity history is available to view in Pardot

- H. A visitor submits a conversion form
- I. The visitor is now a prospect.

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

NEW QUESTION: 8

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: 9

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales reps. Some of these prospects are syncing with Leads In Salesforce, and some are syncing with Contacts.

Each prospect should receive the email from their prospect's assigned rep.

How should the Marketing Manager accomplish this?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

A Pardot administrator wants to ensure that only a prospect's company email address with the format of "name@companyname.com" is captured on their form.

Which data format is recommended for the email field?

- A. Email with valid server
- B. Email
- C. Emails not from ISPs and free email providers
- D. Text

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 11

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 form
- B. Pardot form handler

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

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

NEW QUESTION: 12

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

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

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

NEW QUESTION: 13

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

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 email address
- D. Shared Assigned User ID

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

NEW QUESTION: 15

Arrange the steps to Access a Prospect Record:

- A. A B C
- B. C A B
- C. Select Prospect
- D. A C B
- E. Mouseover Prospects
- F. B C A

G. Click Prospect List

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

NEW QUESTION: 16

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

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

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NEW QUESTION: 17

A company wants to send emails from a new domain.

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

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

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

NEW QUESTION: 18

Which two actions occur when an automation rule is deleted?

Choose 2 answers

- A.** Actions that have applied to prospects are undone.
- B.** Any prospects who matched the rule will be deleted.
- C.** Prospects will no longer be able to match the rule.
- D.** The rule will be sent to the recycle bin in paused mode.

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

NEW QUESTION: 19

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

- A. Contacts
- B. Leads

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

NEW QUESTION: 20

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

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

NEW QUESTION: 21

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

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

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

NEW QUESTION: 22

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

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

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

NEW QUESTION: 23

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

- A. Form
- B. Form Handler

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

NEW QUESTION: 24

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

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

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

NEW QUESTION: 25

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: ([SHOW ANSWER](#))

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: 26

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

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

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

NEW QUESTION: 27

A Pardot administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field.

Which form field option should be enabled?

- A. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- B. Include "Not you?" link to allow visitors to reset the form
- C. Maintain the initial value upon subsequent form submissions
- D. Always display even if previously completed

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

NEW QUESTION: 28

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

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. None of the above
- E. Can only import prospects

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 30

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

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

- 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.

NEW QUESTION: 31

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

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

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NEW QUESTION: 32

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 newprospect record will be created.

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

NEW QUESTION: 33

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

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

NEW QUESTION: 34

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: ([SHOW ANSWER](#))

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: 35

Form or Form Handler? I need to be able to edit and change my form directly.

- A. Form
- B. Form Handler

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

NEW QUESTION: 36

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)

[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: 37

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

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

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

NEW QUESTION: 38

What information can you find about your competitors in Pardot?

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

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

NEW QUESTION: 39

When is a prospect automatically removed from future email sends?

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

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

NEW QUESTION: 40

An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?

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

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

NEW QUESTION: 41

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. Form handlers
- B. Social posts
- C. Landing pages
- D. Forms

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

NEW QUESTION: 42

How many social posting connectors can be created in one Pardot account?

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

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

NEW QUESTION: 43

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

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

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

NEW QUESTION: 44

Arrange the steps to Access a Prospect Record:

- A . Select Prospect
- B . Mouseover Prospects

C . Click Prospect List

A. B C A

B. C A B

C. A B C

D. A C B

Answer: A (LEAVE A REPLY)

NEW QUESTION: 45

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

A. Insights

B. Custom Fields

C. Contents

D. Prospect Activities

Answer: D (LEAVE A REPLY)

NEW QUESTION: 46

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. Dynamic list and automation rule

C. Segmentation rule and completion action

D. Completion action and dynamic list

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 47

A LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form's Thank You Content" when new Pardot landing page.

What would be the expected behavior when a prospect submits a form designed to show Thank you Content?

A. The discrepancy between the two assets will cause an error

B. The prospect will continue to see the form upon submission

- C. The prospect will be redirected to another webpage
- D. The form's Thank You Content will still display

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

NEW QUESTION: 48

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

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

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

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

NEW QUESTION: 49

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: 50

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

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

NEW QUESTION: 51

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. Create two different drafts and merge them through the Email flow process to bring updates from both drafts into one
- D. Update the same draft at the same time since the system will recognize updates made by both users

Answer: (SHOW ANSWER)

NEW QUESTION: 52

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 53

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 54

A prospect believed to be on a drip program did not receive an email. What troubleshooting step could an Administrator take to determine why the prospect did not receive the email?

Choose 3 answers

- A. Check the Lifecycle tab to confirm whether the prospect entered the drip program before the email was sent.
- B. Check the Profile tab to make sure the prospect has the right drip program profile.
- C. Check the Lists tab to determine whether the prospect is on the recipient list or any suppression lists.
- D. Check the Overview tab to determine whether the prospect is unavailable.
- E. Check the Audits tab to see if the prospect was on the correct lists when the email was sent.

Answer: (SHOW ANSWER)

NEW QUESTION: 55

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: [\(SHOW ANSWER\)](#)

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: 56

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. Unique Submissions
- C. Total Submissions
- D. Conversions

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

NEW QUESTION: 57

What must happen in order for a newly created lead record in Salesforce to be created in Pardot immediately? (Choose two answers.)

- A. Salesforce connector set to automatically create prospects
- B. Lead record has a prospect ID at the time of creation
- C. Lead record has an email address at the time of creation
- D. Salesforce connector has sync all setting turned on

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

NEW QUESTION: 58

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 \(LEAVE A REPLY\)](#)

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.

NEW QUESTION: 59

What type of fields are not supported by the Pardot sync?

- A. Record Type fields

- B. Formula fields
- C. Number fields
- D. Geolocation fields
- E. Text Area (rich) fields

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

For More Info Refer These links:

<http://help.pardot.com/customer/portal/articles/2127364-mapping-salesforce-and-pardot-custom-fields>

https://help.salesforce.com/articleView?id=Why-is-my-field-not-syncing&language=en_US&type=1

NEW QUESTION: 60

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: (SHOW ANSWER)

If you change the username or password the connector won't work.

Update the details in Pardot and re-verified the connector.

NEW QUESTION: 61

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. Preview the rule before saving it
- D. Schedule the rule to run before saving it

Answer: (SHOW ANSWER)

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NEW QUESTION: 62

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

- A. Skimmed percentage
- B. Forward count
- C. Hard bounces

D. Total queued

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 63

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 64

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 65

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: ([SHOW ANSWER](#))

NEW QUESTION: 66

What must be true for a Salesforce Opportunity to sync to Pardot?

- A. The Opportunity must have a Contact Role that is syncing to a prospect in Pardot
- B. The Opportunity must be sourced by Pardot marketing activities.
- C. The Opportunity must be created by a Sales user who is also a user in Pardot.
- D. The Opportunity must have the "Pardot" record type.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 67

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. Pardot API
- C. This is not possible
- D. Data.com connector
- E. Pardot form handlers

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

NEW QUESTION: 68

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 deleting the Opportunity in Pardot
- C. Manually editing the Opportunity In Pardot
- D. Referencing the Opportunity in automation rules

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 69

Identify three webinar connectors for Pardot

- A. Adobe Connect, Lync, BlueJeans
- B. WebEx, JoinMe, GoTo Webinar
- C. ReadyTalk, GoTo Webinar, WebEx
- D. Zoho, WebEx, ReadyTalk

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 70

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. 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.
- 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. Send the email template to the "Hot Prospects" list, but select the "deduplicate" option to remove recipients that already received the email last week.
- 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: 71

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

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

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

NEW QUESTION: 72

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 73

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

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

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

NEW QUESTION: 74

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

- A. Add a user to a Custom Role directly from their User Record.
- B. Edit an existing Default Role, and it will automatically convert to a Custom Role.
- 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](#))

NEW QUESTION: 75

Which of the following can "unmatch" prospects?

- A. Segmentation Rules
- B. Automation Rules
- C. Dynamic Lists

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

NEW QUESTION: 76

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 be removed from the program.
- C. A ProsPect arriving after the send date will be sent the email.
- D. A prospect arriving after the send date will skip the Send Email step.

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

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NEW QUESTION: 77

How often does Pardot sync with Salesforce?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 78

What activities are completion actions available for?

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

Answer: ([SHOW ANSWER](#))

Explanation

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

NEW QUESTION: 79

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

Answer: ([SHOW ANSWER](#))

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.

NEW QUESTION: 80

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

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

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

NEW QUESTION: 81

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 82

What are two components of a dynamic list? (Choose two answers.)

- A. Can add an action to the dynamic list that triggers when a new prospect is added.
- B. Automatically updates list membership based on criteria.
- C. Can be split into multiple static lists.
- D. Only adds prospects to the list the first time it runs.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 83

A user wants to increase a prospect's score an additional five points every time a specific form is completed. The score increase should occur upon form submission.

What automation tool should be used to accomplish this?

- A. Engagement studio
- B. Segmentation rule
- C. Completion action
- D. Custom redirect

Answer: C (LEAVE A REPLY)

NEW QUESTION: 84

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

Explanation

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

NEW QUESTION: 85

In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record?

Choose 2 answers

- A. Shared Assigned User ID
- B. Shared tracking pixel
- C. Shared CRM ID
- D. Shared email address

Answer: (SHOW ANSWER)

NEW QUESTION: 86

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

Answer: (SHOW ANSWER)

NEW QUESTION: 87

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

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

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

NEW QUESTION: 88

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

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

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

NEW QUESTION: 89

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.

If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

- A. Day 5
- B. Day 0
- C. Day 4
- D. Day 3

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

NEW QUESTION: 90

What causes a sync from Salesforce to Pardot?

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

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

NEW QUESTION: 91

A marketer has 4,000 total prospects in their account:

- * 3,000 of which are opted in
- * 500 of which are opted out
- * 500 of which are in the Recycle Bin

What would be their Mailable Database usage?

- A. 4,000
- B. 3,000
- C. 3,500
- D. 2,500

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

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NEW QUESTION: 92

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

Answer: (SHOW ANSWER)

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

NEW QUESTION: 93

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 94

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

- A. 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
- B. All information will be kept, which may result in two records for one person
- C. The information in Salesforce will override the information in Pardot
- D. The information in Pardot will override the information in Salesforce

Answer: C (LEAVE A REPLY)

NEW QUESTION: 95

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

- A. %%unsubscribe %% or %% email_preference_center %%

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

Answer: A (LEAVE A REPLY)

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 97

What does Pardot sync first with Salesforce?

- A. Contacts
- B. Leads

Answer: A (LEAVE A REPLY)

Explanation

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

NEW QUESTION: 98

An administrator includes a link to a file on a web page that the company does not own on the company website. How should they track the number of visitors who access this file?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 99

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 100

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

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

NEW QUESTION: 101

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

- A. Unsubscribe
- B. Link clicks
- C. Form completions
- D. Email opens
- E. Page visits

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

NEW QUESTION: 102

When do prospects sync to your CRM?

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

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

NEW QUESTION: 103

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

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

NEW QUESTION: 104

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. A new prospect record will be created.
- D. No new record will be created.

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

NEW QUESTION: 105

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

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

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

NEW QUESTION: 106

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

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 107

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 manually delete.
- C. Max number of prospects the user can manually create.
- D. Max number of prospects the user can export.
- E. Max number of emails the user can send.

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

NEW QUESTION: 108

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: 109

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](#))

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

NEW QUESTION: 110

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](#))

<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*

NEW QUESTION: 111

Which two Salesforce features allow a view of a prospect's Pardot landing page submission activity on the syncing contact?

Choose 2 answers

- A. Engagement History component
- B. Pardot Activities Visualforce page
- C. Pardot landing pages related list section
- D. Salesforce Activities section

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

NEW QUESTION: 112

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

- A. When a profile is associated with the prospects.
- B. When prospects are added to a static list.
- C. When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.

D. When new prospects are imported into Pardot via a .csv file.

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

NEW QUESTION: 113

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

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

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

NEW QUESTION: 114

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

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

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

NEW QUESTION: 115

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. reCaptcha
- D. Progressive Profiling

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 116

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 Form with a Completion Action to send a pricing sheet
- C. Create a Page Action set to Tag prospects as having viewed it and add them to a list
- D. Create a special campaign to track pricing pageviews

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

NEW QUESTION: 117

What are the daily system generated emails?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 118

Form or Form Handler? I need total control over my form's appearance.

- A. Form
- B. Form Handler

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

NEW QUESTION: 119

What are 3 webinar connectors Pardot offers?

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

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

NEW QUESTION: 120

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](#))

Explanation

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

NEW QUESTION: 121

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales reps. 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 Specified User for the Sender of the email
- C. Select Assigned User for the Sender of the email
- D. Select Account Owner for the Sender of the email

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 122

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

NEW QUESTION: 123

Which adheres most closely to email sending best practices?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 124

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 125

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: (SHOW ANSWER)

Explanation

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

NEW QUESTION: 126

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)

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

NEW QUESTION: 127

A marketing user wants to test two similar versions of an email to see which one performs better.

How should they run this test?

- A. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens.
- B. Send one version to the list now, another to the same list later, and then compare the results to determine a winner based on clicks or opens.
- C. Send the two versions to two different lists, and then compare the results to determine a winner based on clicks or opens.
- D. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on event signups.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 128

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 129

Arrange the steps to Access a Prospect Record:

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

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

NEW QUESTION: 130

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 131

Form or Form Handler? I want to integrate with a third-party system.

- A. Form Handler
- B. Form

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

NEW QUESTION: 132

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.

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

NEW QUESTION: 133

A marketer performs the following actions:

- * Creates a list and adds three prospects
- * Deletes one of the three prospects to the Recycle Bin
- * Deletes the list

What would happen as a result of these actions?

- A. The list is archived to the Recycle Bin and the deleted prospect is restored.
- B. The list and the two remaining prospects are archived to the Recycle Bin.
- C. The list is archived to the Recycle Bin, but the two remaining prospects are not deleted.
- D. The list is not deleted because it contains active prospects.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 134

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

Choose one answer

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 135

A mailable prospect is on the recipient list for a list email send. When viewing the prospect's activities, the marketing manager realizes the email was not sent to the prospect.

Where should they start to see why the email was not sent to the prospect?

- A. Refer to the Pardot recycle bin to see if the prospect was deleted.
- B. Determine if the prospect has a valid "Assigned User" to send the email from.
- C. Refer to the list email send report to see if a suppression list was used.
- D. Check that the Pardot prospect has a value for the default field email address'.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 136

How should a user understand how many prospects are currently waiting on a step in an engagement program?

- A. Download the report of the program.
- B. Look at the tooltip above that step.
- C. Click on the step to view its report card.
- D. Pause the program and edit the step.

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 137

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

Website

Campaign*

Profile*

Assign To

Notes

Score*

NEW QUESTION: 138

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 139

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: 140

There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?

- A. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 141

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

Answer: B (LEAVE A REPLY)

Explanation

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

NEW QUESTION: 142

Can you tie multiple Salesforce accounts to one Pardot account?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 143

What is Lead Qualification?(select two)

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

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

NEW QUESTION: 144

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

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

NEW QUESTION: 145

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 System Preferences Page
- C. Admin-Domain Management

The correct answer is: Admin-Domain Management.

- D. The Sent Emails Page

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 146

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

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

NEW QUESTION: 147

Completion Actions are retroactive.

- A. True
- B. False

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

NEW QUESTION: 148

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 149

The "New Customers" engagement program has the "Customers" recipient list and the "Partners" suppression list added in the program's setup.

If a prospect is on both lists, what should an Administrator expect to happen?

- A. The prospect will get none of the emails.
- B. The prospect will get all of the emails twice.
- C. The prospect will get none of the emails, but the actions will still trigger.
- D. The prospect will get all of the emails once.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 150

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

Answer: B (LEAVE A REPLY)

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