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QUESTION 1

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

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

Correct Answer: D

QUESTION 2

How does an Administrator grant a Pardot employee access to their account?

- A. By calling Pardot Support.
- B. By emailing Pardot Support.
- C. By contacting Pardot Success Specialist
- D. By hovering over the person icon and selecting Grant Account Access.

Correct Answer: D

QUESTION 3

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

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

Correct Answer: C

QUESTION 4

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

What insight does this report provide the template designer?

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

Correct Answer: D

QUESTION 5

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

- A. Yes, automation rules run every time.
- B. No, an automation rule will only affect a prospect one time An automation rule can match a prospect more than once if you enable Repeat Rule. Otherwise, an automation rule will only affect a prospect one time.

Correct Answer: B

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