

PARDOT-SPECIALIST^{Q&As}

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QUESTION 1

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.

Correct Answer: B

QUESTION 2

Lenoxsoft is interested in folding up with IT professional that are actively engage with their marketing materials.

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

Correct Answer: D

QUESTION 3

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

- A. Change prospect field value: 'Do Not Email' to 'Do Not Email'
- B. You can't use an automation rule to opt-out prospects.
- C. Change prospect field value to Opt-out

Correct Answer: A

QUESTION 4

Users can be imported into Pardot

- A. True
- B. False

Correct Answer: A

QUESTION 5

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

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

Correct Answer: D

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