

PARDOT-SPECIALIST^{Q&As}

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QUESTION 1

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

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

Correct Answer: ADE

QUESTION 2

What does Pardot sync first with Salesforce?

- A. Contacts
- B. Leads

Correct Answer: A

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=000273582andlanguage=en_USandtype=1

QUESTION 3

What is the baseline grade assigned to a prospect?

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

Correct Answer: B

QUESTION 4

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

Which form feature should be utilized?

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

Correct Answer: A

QUESTION 5

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

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

Correct Answer: AD

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