

PARDOT-SPECIALIST^{Q&As}

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QUESTION 1

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

Correct Answer: C

-create a text version

-avoid spammy words in the email copy

-Check image to text ratio

-Add domain keys and SPF

QUESTION 2

A custom Prospect field in Pardot must have what mapped to it in order to sync with Salesforce?

- A. A Salesforce field name
- B. A dropdown list
- C. A field ID
- D. A text type field

Correct Answer: A

QUESTION 3

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

They send a list email using Email Template B. The user finds that Email Template As 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. Email Template A should have been deleted after creating the copy.

- C. The metrics would be attributed to Email Template B.
- D. The user should have made Email Template A the primary template.

Correct Answer: A

QUESTION 4

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. True
- B. False

Correct Answer: A

QUESTION 5

Identify three webinar connectors for Pardot

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

Correct Answer: A

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