

PARDOT-SPECIALIST^{Q&As}

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QUESTION 1

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=000273582&language=en_US&type=1

QUESTION 2

LenoxSoft's marketing manager wants to keep email branding consistent. They want Pardot users to be able to select this email content when building out engagement studio programs, one-to-one emails, and autoresponders.

How could this goal be achieved?

- A. Create and publish an email template
- B. Create an email template draft
- C. Create an operational email
- D. Create a list email draft

Correct Answer: A

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

How can a visitor convert to a prospect?

- A. Viewing an embedded form

- B. Visiting a tracked website
- C. Submitting a form on a landing page
- D. Receiving a marketing email

Correct Answer: C

QUESTION 5

How is an active visitor different from an identified visitor?

- A. An active visitor is identified by Pardot after visiting a web page.
- B. An active visitor is identified by Pardot after visiting a web page and are NOT ISPs.
- C. An active visitor visited two or more pages regardless of identification.
- D. An active visitor visited two or more pages and have been identified.

Correct Answer: C

QUESTION 6

Automation Rules	Segmentation Rules
Offer the most comprehensive set of actions	Offer limited actions (that all deal with building lists and campaigns)
Run continuously	Run once

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

Correct Answer: D

QUESTION 7

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

QUESTION 8

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

- 1.
3,000 of which are opted in
 - 2.
500 of which are opted out
 - 3.
500 of which are in the Recycle Bin
- What would be their Mailable Database usage?

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

Correct Answer: A

QUESTION 9

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

Correct Answer: D

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

QUESTION 10

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

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

Correct Answer: BD

QUESTION 11

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

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

Correct Answer: C

QUESTION 12

Form or Form Handler? I need data de-duplication in the CRM.

- A. Form
- B. Form Handler

Correct Answer: A

QUESTION 13

How can you delete a prospect?

- A. Through a completion action.

- B. Through an automation rule.
- C. You can't delete prospects.
- D. Through the prospect table actions.

Correct Answer: D

When you delete a prospect, the record is moved to the recycle bin. From the recycle bin, you can restore the prospect or permanently delete the record at any time. Deleting a prospect in Pardot does not delete the record it's syncing with in Salesforce. You can delete a prospect in several ways.

QUESTION 14

New feature alerts can be found at the top of the dashboard.

- A. True
- B. False

Correct Answer: A

QUESTION 15

Which two considerations must be made when creating a repeating automation rule?

Choose 2 answers

- A. Setting how many prospects are allowed to match the repeating automation rule
- B. Setting a date for when prospects can no longer match the repeating automation rule
- C. Setting how many days must pass before a prospect can match the repeating automation rule
- D. Setting the number of times a prospect can match the repeating automation rule

Correct Answer: C

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