PARDOT-SPECIALIST^{Q&As}

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QUESTION 1

What is required for a record in salesforce to be synced or created as a prospect record in Pardot?

A. Name

B. Company

C. Phone

D. Email address

Correct Answer: D

QUESTION 2

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

QUESTION 3

Where on a prospect record would you look to see if a prospect had registered for a webinar?

A. Contents

B. Insights

C. Prospect Activities

D. Custom Fields

Correct Answer: C

QUESTION 4

Which type of email send can a completion action be added to?

A. Email template

B. Autoresponder

C. Engagement Program email

D. List email send

Correct Answer: B

QUESTION 5

Which two Salesforce features allow a view of a prospect\\'s Pardot landing page submission activity on the syncing contact? Choose 2 answers

A. Pardot landing pages related list section

B. Engagement History component

C. Pardot Activities Visualforce page

D. Salesforce Activities section

Correct Answer: CD

QUESTION 6

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 7

What would a hard bounce refer to on an email sending report?

A. An email that is recognized, but returned to the sender because the recipient\\'s mailbox is full.

B. An email that is recognized, but returned to the sender because the mail server is temporarily unavailable

C. An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.

D. An email that permanently bounced back to the sender because the address is invalid.

Correct Answer: D

QUESTION 8

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 9

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

QUESTION 10

When would a completion action on a custom redirect be triggered?

A. Completion actions will apply to visitors on the first time a custom redirect is clicked.

B. Completion actions for custom redirects will only apply to existing prospects.

C. Completion actions for custom redirects will only apply to prospects once they have been assigned.

D. Completion actions will apply to visitors who convert to prospects after clicking on a custom redirect.

Correct Answer: B

QUESTION 11

How many Salesforce connectors can a Pardot instance have verified at one time?

A. 1

B. 2

C. 5

D. Unlimited

Correct Answer: A

QUESTION 12

An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?

A. Account Settings

B. Dashboard

C. Company\\'s DNS

D. CRM

Correct Answer: C

QUESTION 13

What is a difference between a dynamic list and a static list?

A. You cannot manually update list membership of a static list but you can manually update list membership of a dynamic list

B. You cannot manually update list membership of a dynamic list but you can manually update list membership of a static list

C. You can add an action to a dynamic list that will trigger when a prospect is added but you cannot add an action to trigger on a static list when a prospect is added

D. Dynamic lists are retroactive while a static list cannot be retroactive

Correct Answer: B

QUESTION 14

What is the limit of social posting connectors you can create in your Pardot account?

A. Five accounts per platform

B. One account per user role, per platform

C. There is no limit of accounts per platform

D. One account per platform

Correct Answer: C

https://help.salesforce.com/articleView?id=pardot_connectors_social_posting_parent.htmandt ype=5

QUESTION 15

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

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