Vendor: Salesforce

Exam Code:PARDOT-SPECIALIST

Exam Name: Salesforce Certified Pardot Specialist

Version: Demo

QUESTION 1

A LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form\\'s Thank You Content" when new Pardot landing page.

What would be the expected behavior when a prospect submits a form designed to show Thank you Content?

A. The prospect will continue to see the form upon submission

B. The discrepancy between the two assets will cause an error

C. The prospect will be redirected to another webpage

D. The form\\'s Thank You Content will still display

Correct Answer: C

QUESTION 2

What happens if a prospect is removed from a drip program and later added back?

A. They will start the drip campaign again.

B. Prospects can\\'t be added to drip campaigns after they have been removed.

C. They will skip the first step and move to the second step.

D. They will resume the drip where they left off

Correct Answer: D

QUESTION 3

The Pardot prospect audit capabilities can list all the data that was obtained by Pardot and how the data changes as the prospect interact with your emails, website, and CRM sync.

A. True

B. False

Correct Answer: A

QUESTION 4

Which Pardot function should be used to track prospect engagement on a banner ad on a third-party site?

A. Page action

B. Custom redirect

C. Campaign tracking code

D. Landing page

Correct Answer: B

QUESTION 5

What is the difference between avisitor and a prospect?

A. A prospect has an identified email address, while a visitor does not have an identified email address.

B. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.

C. A prospect has submitted a Pardot form, while a visitor has not submitted a Pardot form.

D. A prospect has an assigned user, while a visitor does not have an assigned user.

Correct Answer: A

QUESTION 6

What is the baseline grade assigned to a prospect?

A. C

B. D

C. B

D. A

Correct Answer: B

QUESTION 7

Which two actions can be taken once a Salesforce Opportunity syncs to Pardot? Choose 2 answers

A. Manually editing the Opportunity In Pardot

B. Referencing the Opportunity in automation rules

C. Viewing the Opportunity in Opportunity Reports

D. Manually deleting the Opportunity in Pardot

Correct Answer: BC

QUESTION 8

Which two Facebook accounts can be posted to using the Pardot Facebook connector? (Choose two answers.)

A. Video Pages

B. Linked Instagram Pages

C. Company Pages

D. Personal Pages

Correct Answer: CD

QUESTION 9

Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead\\'s Pardot information (score/grade) transferred over. How do you address this issue?

A. Pardot only shows this information on the lead record.

B. Once converted, this information shows on the account record and not the contact.

C. The administrator needs to create lookup fields on the contact to see this from the lead.

D. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.

Correct Answer: D

QUESTION 10

LenoxSoft\\'s marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Pardot Administrator take to automate this process? Choose one answer

A. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.

B. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.

C. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.

D. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

Correct Answer: C

QUESTION 11

You want your Sales team to be able to send one-to-one emails in Pardot and no list emails. How can you do this?

A. Set them up as a Marketing user and then control how many emails can be sent.

B. You can\\'t send one-to-one emails out of Pardot.

C. Set them up as a one-to-one email user only

D. Set them up as a Sales user in Pardot

Correct Answer: D

SalesSales users only have access to prospect management functionality. Sales users can send one-to-one emails to prospects, but can\\'t send list emails. They can view, edit, and export the prospects assigned to them.

QUESTION 12

Which two prospect activities trigger a sync from Pardot to Salesforce? Choose 2 answers

A. Submitting a form

B. Opening an email

C. Clicking a custom redirect

D. Unsubscribing from email

Correct Answer: AB