



CRT-160^{Q&As}

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QUESTION 1

If Salesforce has a custom field of the same name on Leads and Contacts where does Pardot pull the field name from?

- A. Lead field
- B. Contact field

Correct Answer: B

QUESTION 2

Why should you set a form to Always Display?

- A. To always show the form when someone returns to the page.
- B. To get a higher form conversion rate
- C. To prevent spammers from filling out the form
- D. To ensure the prospect gets scored and graded.

Correct Answer: A

QUESTION 3

Which two criteria can be used to add and remove a prospect from a dynamic list? Choose 2 answers

- A. Email Open for Individual Send
- B. Webpage visit
- C. Prospect Email status
- D. Prospect Score

Correct Answer: CD

QUESTION 4

The "related" tab of the prospect record displays prospects that have what in common?

- A. Email Domain
- B. Company
- C. Assigned user
- D. Score



Correct Answer: D

QUESTION 5

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

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