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QUESTION 1

How often does Pardot check for changes in Salesforce

A. 5 minutes

B. 1 hour

C. 2 minutes

D. 10 minutes

Correct Answer: C

QUESTION 2

LenoxSoft\'s web developer told the marketing team that the company website already has a Google Analytics tracking code in place, so the Pardot tracking code is unnecessary.

Which two benefits of installing the Pardot tracking code should be considered? Choose 2 answers

A. Associate visitor activity to a prospect on form submission.

B. Track the prospect\'s click path through the website\'s content.

C. Capture complete demographic information about an anonymous visitor.

D. Trigger page actions to occur when a prospect visits a certain URL.

Correct Answer: BD

QUESTION 3

Which two actions could a user take when importing prospects into Pardot? Choose 2 answers

A. Assign prospects to an existing user

B. Create new custom fields and populate field values

C. Permanently delete prospects

D. Undelete matching prospects from the Recycle Bin

Correct Answer: AD

QUESTION 4

What is true about page actions? [Choose three answers]

A. You can define a page to be a priority page to highlight the activity to Sales reps and other users.

B. It is possible to use URL wildcard by adding * to the end of the URL.

C. You cannot use auto responder emails with page actions.

D. You cannot set the prospect\'s source campaign with page actions.

Correct Answer: ABC

QUESTION 5

With Pardot, what is the recommended way to measure the success of an email campaign?

A. Click Through rate

B. Email Complain Rate

C. HTML Open Rate

D. Spam complaints.

Correct Answer: A

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