



# PARDOT-SPECIALIST<sup>Q&As</sup>

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#### QUESTION 1

Which three variable tags can be used on layout templates for landing pages? (Choose three answers.)

- A. %%description%%
- B. %%name%%
- C. %%tittle%%
- D. %%form%%
- E. %%content%%

Correct Answer: ACE

<https://www.pardot.com/blog/layout-templates/>

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#### QUESTION 2

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: A

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#### QUESTION 3

LenoxSoft wants to understand how many different prospects registered for their most recent webinar. Which Pardot form report metric should be reviewed?

- A. Total Submissions
- B. Conversions
- C. Total clicks
- D. Unique Submissions

Correct Answer: D

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#### QUESTION 4

What type of Information do rule step types look for in engagement studio programs?

- A. Prospect Interest



- B. Prospect behavior
- C. Prospect activity
- D. Prospect criteria

Correct Answer: D

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#### QUESTION 5

What does the Google Analytics connector allow Pardot to do?

- A. Sync prospects with Google AdWords.
- B. Send emails to prospects from Gmail.
- C. Update the conversion field in Google Analytics.
- D. Append UTM parameters to a prospect record.

Correct Answer: D

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