



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

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### QUESTION 1

What factors are involved with and determine email deliverability? (Choose 2)

- A. Sender Policy Framework(SPF)
- B. Domain Keys
- C. Sender ID
- D. Whitelist
- E. CAN-SPAM

Correct Answer: AB

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### QUESTION 2

The "New Customers" engagement program has the "Customers" recipient list and the "Partners" suppression list added in the program's setup.

If a prospect is on both lists, what should an Administrator expect to happen?

- A. The prospect will get none of the emails, but the actions will still trigger.
- B. The prospect will get none of the emails.
- C. The prospect will get all of the emails once.
- D. The prospect will get all of the emails twice.

Correct Answer: B

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### QUESTION 3

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 4

What type of fields are not supported by the Pardot sync?

- A. Record Type fields



- B. Formula fields
- C. Number fields
- D. Geo location fields
- E. Text Area(rich) fields

Correct Answer: BDE

For More Info Refer These links: <http://help.pardot.com/customer/portal/articles/2127364-mapping-salesforce-and-pardot-custom-fields> [https://help.salesforce.com/articleView?id=Why-is-my-field-not-syncingandlanguage=en\\_US&type=1](https://help.salesforce.com/articleView?id=Why-is-my-field-not-syncingandlanguage=en_US&type=1)

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#### QUESTION 5

Your client wants to filter out their own IP address that is currently skewing their results. What do you recommend they use?

- A. An Automation Rule
- B. Add rules to the Pardot tracking code.
- C. Completion Actions with a filter
- D. Visitor Filters

Correct Answer: D

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