



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

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### QUESTION 1

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

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### QUESTION 2

An administrator includes a link to a file on a web page that the company does NOT own on the company website.

What is the best way to be able to track the number of visitors who access this file?

- A. Pardot form
- B. Pardot tacking code
- C. Page actions
- D. Custom redirects

Correct Answer: D

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### QUESTION 3

How many times can each action be added to the logic of the same engagement program?

- A. Email actions can be used an unlimited amount of times, but the other actions can only be used once per engagement program.
- B. Actions can be used an unlimited amount of times in an engagement program.
- C. Email actions and pauses can be used an unlimited amount of times, but the other actions can only be used once per engagement program.
- D. Actions can each be used only once per engagement program.

Correct Answer: B

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### QUESTION 4

Form or Form Handler? I want to integrate with a third-party system.



- A. Form
- B. Form Handler

Correct Answer: B

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#### QUESTION 5

Where on a prospect record would you look to see if a prospect had registered for a webinar?

- A. Contents
- B. Insights
- C. Prospect Activities
- D. Custom Fields

Correct Answer: C

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