



PARDOT-SPECIALIST^{Q&As}

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QUESTION 1

How can a prospect's score be changed?

- A. Through automation rules.
- B. Through scoring model changes.
- C. Through completion actions.
- D. All of the above.

Correct Answer: D

QUESTION 2

When an opportunity is created in Pardot from the sync with Salesforce, what campaign is set on the opportunity?

- A. The last campaign of the last contact associated with the opportunity
- B. The first campaign of the first contact associated with the opportunity
- C. The first campaign of the last contact associated with the opportunity
- D. The last campaign of the first contact associated to the opportunity.

Correct Answer: B

QUESTION 3

What are the benefits of warming up an IP address?

- A. Increase Deliverability
- B. Avoid IP Blacklisting
- C. IPs don't work well when cold
- D. Build up email reputation

Correct Answer: AD

QUESTION 4

How can you ensure your email doesn't get stuck in spam?

- A. Create clear calls-to-action
- B. Create mobile-friendly version of the email



- C. Create a text version of the email
- D. Remove the unsubscribe from the email
- E. Add domain keys and SPF

Correct Answer: C

- create a text version
 - avoid spammy words in the email copy
 - Check image to text ratio
 - Add domain keys and SPF
-

QUESTION 5

What is the difference between a dynamic list and a static list?

- A. Dynamic list membership CANNOT be manually updated but static list membership can be manually updated.
- B. Dynamic lists are retroactive while static lists CANNOT be retroactive.
- C. Dynamic list membership can be manually updated but static list membership CANNOT be manually updated.
- D. An action can be added to a dynamic list that will trigger when a prospect is added but an action CANNOT be added to a static list to trigger when a prospect is added.

Correct Answer: A

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