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QUESTION 1

Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

- A. Submitting a form on a landing page.
- B. Matching an automation rule.
- C. Viewing more than one web page.
- D. Clicking on a tracked link in an email.

Correct Answer: AD

QUESTION 2

Which two list types could be used as a recipient list on a list email send? Choose 2 answers

- A. Archived list
- B. Static list
- C. Test list
- D. Dynamic list

Correct Answer: CD

QUESTION 3

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.

If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

- A. Day 4
- B. Day 3
- C. Day 0
- D. Day 5

Correct Answer: B

QUESTION 4

What report allows you to see how successful or active a form has been on your site?



- A. Campaign reports
- B. Landing Page reports
- C. Form reports
- D. Conversion reports
- E. None of the above

Correct Answer: C

QUESTION 5

A custom redirect has a completion action to add a tag of "clicked" to all prospects that click it. An unknown visitor clicks on the link and then fills out the form as Bob. A prospect also clicks on the link and fills out a form as Kate.

Which three things will affect the prospect records based on these activities? (Choose three answers.)

- A. Bob's prospect record will have a tag of "clicked" applied to it.
- B. Bob's prospect record will show him clicking on the link and filling out the form.
- C. Kate's prospect record will show her clicking on the link and filling out the form.
- D. Kate's prospect record will have a tag of "clicked" applied to it.
- E. Bob's visitor record will have a tag of "clicked" applied to it.

Correct Answer: BCD

QUESTION 6

How many times can one automation rule match an individual prospect?

- A. 2
- B. 3
- C. 1
- D. 4

Correct Answer: C

QUESTION 7

What causes a sync from Salesforce to Pardot?

- A. Updating a formula field in Salesforce



- B. Updating the record's assigned owner
- C. Prospect opens one to one email
- D. Updating a field on a contact record that does not have an email address

Correct Answer: B

QUESTION 8

LenoxSoft has a Pardot form titled "Request a Demo" on their external website.

Which Pardot report should they use to see how many views their form has received?

- A. Conversions Report
- B. Landing Page report
- C. Form Handler Report
- D. Form Report

Correct Answer: B

QUESTION 9

You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record.

- A. True
- B. False

Correct Answer: A

QUESTION 10

A visitor clicks on a custom redirect with an action of adding a tag. The visitor then fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list.

Which three things will happen to the prospect? (Choose three answers.)

- A. The prospect activities will show that the form was successfully completed.
- B. The prospect will be added to the list.
- C. The prospect activities will show that the custom redirect was clicked.
- D. The prospect will be tagged.



E. The newly converted prospect will NOT be affected because it was their first submission.

Correct Answer: ABD

QUESTION 11

What will undelete a prospect?

- A. If the deleted prospect is imported into Pardot with the same email address
- B. If the deleted prospect visits a web page
- C. If the deleted prospect re-converts by filling out a form with the same email address

Correct Answer: AC

-if the deleted prospect is imported into Pardot with the same email address

-If the deleted prospect re-converts by filling out a form with the same email address

-

if the deleted prospect clicks a custom redirect

-

if a deleted prospect downloads a non image file

-

if the deleted prospect has an associated record in the CRM.

QUESTION 12

How many social posting connectors can be created in one Pardot account?

- A. There is no limit of social media accounts per social platform.
- B. One social media account per social platform.
- C. Five social media accounts per social platform.
- D. One social media account per user role, per social platform.

Correct Answer: A

QUESTION 13

If the information in Salesforce differs from the information in Pardot, by default what information will be kept?

- A. The information in Salesforce will override the information in Pardot



- B. The information in Pardot will override the information in Salesforce
 - C. All information will be kept, which may result in two records for one person
 - D. The differing information will be deleted from both Salesforce and Pardot, which may result in blank records
- https://help.salesforce.com/articleView?id=pardot_default_prospect_field_mapping.htm&ty=pe=5

Correct Answer: A

QUESTION 14

What is a good default sales ready lead score?

- A. 75
- B. 50
- C. 200
- D. 100

Correct Answer: D

QUESTION 15

What is the function of the Monthly Cohort Report?

- A. To show graphically all prospects and opportunities created within the time period designated.
- B. To show how many prospects have been created based on the most popular campaigns.
- C. To show how many prospects have been sent to Salesforce within the time period designated.
- D. To show how many opportunities are linked with prospects.

Correct Answer: A

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