

## **Salesforce**

### **PARDOT-SPECIALIST Exam**

**Salesforce Certified Pardot Specialist Exam** 

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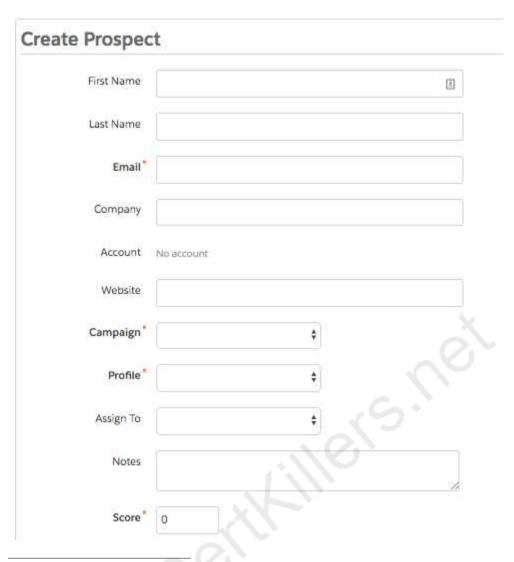
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# Version: 12.1

Question: 1		
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		
D. Day 5		
Answer: A		
- Carl		
Question: 2		
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		
Answer: D		
Question: 3		
What is the difference between a visitor and a prospect?		
A. A prospect has an identified email address, while a visitor does not have an identified email address.		
B. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.		
C. A prospect has submitted a Pardot form, while a visitor has not submitted a Pardot form.  D. A prospect has an assigned user, while a visitor does not have an assigned user.		
Answer: C		

Question: 4	
Which standard dashboard shows the total submission across Marketing Analytics?	s all Pardot landing pages in B2B
<ul><li>A. Pipeline dashboard</li><li>B. Engagement dashboard</li><li>C. Account-Based Marketing dashboard</li><li>D. Multi-Touch Attribution dashboard</li></ul>	
	Answer: B
Question: 5	
Lenoxsoft is interested in folding up with IT professional that are materials.  A. The Grade as it includes personal information about the prosper B. The Profile as It reflects LenoxSoft's ideal customer.  C. The Campaign as it references the prospect's first touch point.	0
D. The Score as it shows activities taken by the prospect.	
	Answer: D
Question: 6	
What information is required when creating a prospect manually?	?
A. Campaign, Company, Email, Score	
B. Account, Email, Profile, Score	
C. Campaign, Email, Full Name, Profile D. Campaign, Email, Profile, Score	
	Answer: D
Explanation:	



#### **Question: 7**

By default, which two objects does Pardot write to in Salesforce? Choose 2 answers

- A. Case records
- B. Opportunity records
- C. Contact records
- D. Lead records
- E. Account records

Answer: C, D

#### **Question: 8**

A designer wants to apply LenoxSoft's styling to assets in Pardot. Which two assets can they control CSS styling for In Pardot'

Choose 2 answers

- A. Landing pages
- B. Form handlers
- C. Forms
- D. Social posts

Answer: A, C

#### **Question: 9**

What is one way a sales rep can convert a visitor to a prospect?

- A. The sales rep gives the visitor a phone call.
- B. The sales rep increases the visitor s score to 100.
- C. The sales rep manually associates the visitor with a prospect.
- D. The sales rep walks the visitor through a demo.

Answer: C

#### Question: 10

<u>LenoxSoft's Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren't being</u> counted in the list email report.

Based on this link's format, why wouldn't it have been re-written for tracking?

- A. The link should start with http or https to be automatically re-written.
- B. The link should contain a wildcard to be automatically re-written.
- C. The link should point to go.pardot com to be automatically re-written.
- D. The link should be populated with variable tags to be automatically re-written

Answer: A

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