



Salesforce

PARDOT-SPECIALIST Exam

Salesforce Certified Pardot Specialist Exam

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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

Answer: A

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 all Pardot landing pages in B2B Marketing Analytics?

- A. Pipeline dashboard
- B. Engagement dashboard
- C. Account-Based Marketing dashboard
- D. Multi-Touch Attribution dashboard

Answer: B

Question: 5

Lenoxsoft is interested in folding up with IT professional that are actively engaged with their marketing materials.

- A. The Grade as it includes personal information about the prospect.
- B. The Profile as it reflects LenoxSoft's ideal customer.
- C. The Campaign as it references the prospect's first touch point.
- 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:

Create Prospect

First Name	<input type="text"/>
Last Name	<input type="text"/>
Email *	<input type="text"/>
Company	<input type="text"/>
Account	No account
Website	<input type="text"/>
Campaign *	<input type="text"/>
Profile *	<input type="text"/>
Assign To	<input type="text"/>
Notes	<input type="text"/>
Score *	<input type="text" value="0"/>

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

LenoxSoft's Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren't being 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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