



# CRT-160<sup>Q&As</sup>

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**QUESTION 1**

What is true about Pardot tracking? [Choose two answers]

- A. The code is generated from a Salesforce campaign
- B. Visitor filters can be added to Pardot to restrict tracking (clicks, visits, email notifications etc) from certain IP addresses
- C. Cookies will always expire after 10 years
- D. Visitors and prospects that have "do not track" settings enabled on their browser will not have their activities tracked while on your site.

Correct Answer: BD

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**QUESTION 2**

Pardot tracking code respects the Do Not Track feature in browsers. Of the below list, which one is STILL tracked, even when Do Not Track is turned on?

- A. Custom redirect links
- B. Email sends, opens, and clicks
- C. Form and landing page views
- D. File downloads
- E. Page views

Correct Answer: B

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**QUESTION 3**

A user needs to change which form is used in a running engagement program. What is the first step the user must take in order to make this change?

- A. Name the new version of the program
- B. Pause the program
- C. Delete the old form
- D. Edit the program

Correct Answer: B

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**QUESTION 4**



Which Pardot connector would allow an admin to append UTM parameters to a prospect record?

- A. Bit.ly
- B. Google AdWords
- C. AddThis
- D. Google Analytics

Correct Answer: D

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#### QUESTION 5

What is a capability of an automation rule?

- A. Run an action on a prospect multiple times per day.
- B. Run an action on a prospect the first time the criteria is met.
- C. Run an action on a visitor every time the criteria is met.
- D. Run an action on a prospect or visitor the first time the criteria is met.

Correct Answer: B

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