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QUESTION 1

Your client wants to filter out their own IP address that is currently skewing their results. What do you recommend they use?

- A. An Automation Rule
- B. Add rules to the Pardot tracking code.
- C. Completion Actions with a filter
- D. Visitor Filters

Correct Answer: D

https://help.salesforce.com/articleView?id=pardot_admin_filters_parent.htm&type=5

QUESTION 2

Identify the paid search ad platforms for which Pardot has a native integration.

- A. Google AdWords
- B. Bing
- C. Yahoo
- D. All of the Above

Correct Answer: A

QUESTION 3

How can a Prospects score be changed?

- A. Segmentation rule
- B. Profile
- C. Completion Actions
- D. Manually

Correct Answer: CD

QUESTION 4

Lenoxsoft is interested in folding up with IT professional that are actively engage 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.

Correct Answer: D

QUESTION 5

Arrange these events in sequence:

- A. The visitor is now a prospect.
- B. A visitor submits a conversion form
- C. A cookie is applied
- D. The prospect\\'s activity history is available to view in Pardot
- E. Visitors access your company website

Correct Answer: A

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