



# PARDOT-SPECIALIST<sup>Q&As</sup>

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**QUESTION 1**

There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?

- A. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Correct Answer: A

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**QUESTION 2**

A client submits their Pardot form to test the form's completion actions. After they submit the form, none of the completion actions are applied to their prospect record. What explanation do you give as to why the actions did not occur?

- A. The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors.
- B. The 'email' form field was set up to exclude free email addresses, so even though they submitted the form successfully, the Gmail address they used prevented the completion actions from running.
- C. The client did not un-pause the completion actions.
- D. Kiosk mode was enabled on the form, so completion actions did not run.

Correct Answer: A

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**QUESTION 3**

A user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program.

Which prospects will process through the new step once the program is started again?

- A. All prospects on the recipient list
- B. All prospects in the program
- C. All prospects new to the program



D. All prospects on the suppression list

Correct Answer: C

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#### QUESTION 4

A non-repeating automation rule has matched 100 prospects. A user pauses the automation rule, edits the rules criteria, and resumes the rule.

What would happen to the 100 prospects who previously matched the rule?

- A. The prospects will not unmatch the rule and no new actions will be applied.
- B. The actions will reapply to prospects who match the new rule criteria.
- C. The rule will unapply actions to prospects who no longer match the criteria.
- D. The prospects will be marked as unmatching the updated rule.

Correct Answer: D

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#### QUESTION 5

Form or Form Handler? I need total control over my form's appearance.

- A. Form
- B. Form Handler

Correct Answer: B

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