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Essentials of Pardot for Digital Marketers

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QUESTION 1

How does an Administrator grant a Pardot employee access to their account?

A. By calling Pardot Support.

B. By emailing Pardot Support.

C. By contacting Pardot Success Specialist

D. By hovering over the person icon and selecting Grant Account Access.

Correct Answer: D

QUESTION 2

On which two types of domains does Pardot set cookies? (Choose two answers.)

A. Pardot domains

B. Tracker domains

C. Mobile domains

D. Social media domains

Correct Answer: AB

QUESTION 3

What user role must a Pardot user have in order to verify the Salesforce connector?

A. Sales manager

B. Sales

C. Marketing

D. Administrator

Correct Answer: D

QUESTION 4

Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

A. Submitting a form on a landing page.

B. Matching an automation rule.

C. Viewing more than one web page.

D. Clicking on a tracked link in an email.

Correct Answer: AD

QUESTION 5

A Marketing Manager meets a new customer at an event. How can they create that new customer as a prospect in Pardot?

A. Create a new lead in Salesforce without an email address.

B. Add the prospect\\'s first name and last name to a CSV file and import that into Pardot.

C. Take a picture of their business card and upload it into Pardot.

D. Have the prospect submit a form with their name and email address.

Correct Answer: CD

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