# PARDOT-SPECIALIST^Q&As

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**QUESTION 1**

Form or Form Handler? I need to be able to edit and change my form directly.

A. Form

B. Form Handler

Correct Answer: B

**QUESTION 2**

The VP of Marketing wants to see all automation rules and engagement studio programs that a prospect has been a member of. Where should the VP of Marketing look to find this information?

A. Automation settings

B. Scoring rules

C. Prospect\\'s Audits tab

D. Lifecycle report

Correct Answer: C

**QUESTION 3**

Which Pardot function should be used to track prospect engagement on a banner ad on a third-party site?

A. Page action

B. Custom redirect

C. Campaign tracking code

D. Landing page

Correct Answer: B

**QUESTION 4**

What is the baseline grade assigned to a prospect?

A. C

B. D

C. B

D. A

Correct Answer: B

QUESTION 5

An administrator includes a link to a file on a web page that the company does notown on the company website.

How should they track the number of visitors who access this file?

A. Page actions

B. Pardot form

C. Custom redirects

D. Pardot tracking code

Correct Answer: C

QUESTION 6

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

A. Form

B. Form Handler

Correct Answer: B

QUESTION 7

How is an active visitor different from an identified visitor?

A. An active visitor is identified by Pardot after visiting a web page.

B. An active visitor is identified by Pardot after visiting a web page and are NOT ISPs.

C. An active visitor visited two or more pages regardless of identification.

D. An active visitor visited two or more pages and have been identified.

Correct Answer: C

QUESTION 8

What must you do in Salesforce to map a Pardot prospect custom field to a Salesforce field?Choose 2 answers

A. Adjust the lead settings in Salesforce.

B. Add a new lead record type in Salesforce.

C. Add a new custom contact field inSalesforce.

D. Add a new custom lead field in Salesforce.

Correct Answer: CD

QUESTION 9

After a prospect completes steps 1-5 of a 10 step engagement studio program, the prospect is added to one of the engagement studio program\\'s suppression lists.

What will happen if the prospect is removed from the suppression list?

A. The prospect will begin the engagement studio program again on step 1.

B. The prospect will be also be removed from the recipient list of the program.

C. The prospect will continue on the engagement studio program onto step 5.

D. The prospect will continue on the engagement studio program onto step 6.

Correct Answer: D

QUESTION 10

What information cannot be displayed as a graph (line orbar) on the dashboard?

A. Prospects Created

B. Conversions

C. Opportunities Created

D. Opportunities Lost

E. All Prospects

Correct Answer: AB

QUESTION 11

Which three activities can increase or decrease a score in the baseline scoring system? (Choose three answers.)

A. Landing page error

B. Unsubscribed from email

C. Assigned to a user

D. Webinar attended

E. Form submission

Correct Answer: ADE

QUESTION 12

The marketing team thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them.

Which Pardot feature of email flow could be used to run these tests?

A. Create a static list of approved users to use as the recipient list in the sending tab.

B. Create a dynamic list of approved users to use as the recipient list in the sending tab.

C. Create a test list of approved users to use in the testing tab of the email flow.

D. Create a one-off email test send by entering an email address in the Send to Individual Emails section of the testing tab.

Correct Answer: C

QUESTION 13

A new Lead record is created in Salesforce without an automatically email address and the Salesforce connector is set to automatically create prospects In Pardot.

What action will occur in Pardot?

A. A new visitor record will be created.

B. A new Account will be created.

C. No new record will be created.

D. A new prospect record will be created.

Correct Answer: D

QUESTION 14

What editions of Salesforce can sync with Pardot?

A. Enterprise Edition and lower

B. Standard Edition and higher

C. Professional Edition and higher

Correct Answer: C

**QUESTION 15**

On Tuesday, a marketing user scheduled a list email to be sent this Friday, but their manager wants the email to go out tomorrow Instead. What Is the recommended way to change the scheduled sand data for the email.

A. Edit the scheduled email. select Wednesday for the new data, and save it

B. Edit the engagement studio program, select Wednesday for the new data, and save

C. Delete the engagement studio program and create a new program that is scheduled for Wednesday.

D. Delete the scheduled email and create a new email that is scheduled for Wednesday.

Correct Answer: A

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