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Salesforce Pardot-Specialist

Version Demo

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Topic Break Down

Topic	No. of Questions
Topic 1, Email Marketing	38
Topic 2, Account Engagement Administration	57
Topic 3, Account Engagement Forms, Form Handlers, and Landing Pages	52
Topic 4, Lead Management	84
Topic 5, Account Engagement Engagement Studio	26
Topic 6, Account Engagement Reporting, Metrics, and Analytics	20
Topic 7, Sales Cloud Alignment	36
Topic 8, Mix Questions	1
Total	314

QUESTION NO: 1

Which two actions occur when an automation rule is deleted?

Choose 2 answers

A. Prospects will no longer be able to match the rule.

B. The rule will be sent to the recycle bin in paused mode.

C. Actions that have applied to prospects are undone.

D. Any prospects who matched the rule will be deleted.

ANSWER: A B

Explanation:

When an Account Engagement automation rule is deleted, it no longer evaluates prospects. Therefore, prospects cannot newly meet the rule's criteria or receive the rule's actions while it is deleted. This prevents the automation rule from continuing to process records after an administrator has removed it.

Deletion is also recoverable: the automation rule is moved to the recycle bin rather than being immediately and permanently erased. In the recycle bin, the rule is paused, which preserves it without allowing it to run. If the rule is restored, an administrator can review it and intentionally resume it when appropriate. This behavior supports safer automation management because a deleted rule can be recovered if its removal was accidental or if its configuration is needed again.

Salesforce describes automation rules as tools that evaluate prospects against defined criteria and perform actions when prospects match. Review Salesforce's guidance on Account Engagement automation rules and the related Trailhead automation rules module for lifecycle and management details.

QUESTION NO: 2

A prospect with aPardot score over 100 can view and opt out of a list on the Pardot Email Preference Center. The following month, the prospect's score falls below 100, so they are removed from the list and can no longer view that list on the Email Preference Center.

Whichtwo characteristics must be true of that list?

Choose 2 answers

A. It is a Static List

B. It is a Dynamic List

C. It is a CRM Visible List

D. It is a Public List

ANSWER: B D

Explanation:

It is a Dynamic List and **It is a Public List** must both be true. A dynamic list continuously evaluates its rule criteria and automatically adds or removes prospects as their data changes. In this scenario, the prospect initially meets the score criterion of more than 100, then ceases to meet it when their score drops. Their automatic removal from the list is therefore characteristic of a dynamic list, rather than a list whose membership must be changed manually.

The list must also be public because public lists are the subscription lists that can be displayed to prospects in the Account Engagement (Pardot) Email Preference Center. When a prospect belongs to a public dynamic list, they can see that subscription and opt out. Once the prospect no longer meets the dynamic-list criteria, they are no longer a member, so that list is no longer presented as one of their available subscriptions in the preference center. This behavior combines dynamic membership management with a public list's availability for self-service email subscription preferences. Salesforce

documents list types and their membership behavior in Account Engagement Lists and explains preference-center subscription management in Email Preference Centers.

QUESTION NO: 3

What should be enabled on a Pardot form if an Administrator wants to sign many people up on the same computer at a trade show booth?

A. reCAPTCHA

B. Kiosk/Data Entry Mode

C. Progressive Profiling

D. “Not you”? Link

ANSWER: B

Explanation:

Kiosk/Data Entry Mode is correct because it is designed for forms used repeatedly on a shared device, such as a laptop or tablet at a trade show booth. Normally, Account Engagement uses browser cookies to recognize a prospect who has already submitted a form. That recognition can cause the form to prepopulate with the prior visitor’s information or otherwise treat a later submission as belonging to the previously identified prospect. In a booth scenario, this creates an obvious data-quality and privacy problem because each attendee needs to enter and submit their own details independently.

When Kiosk/Data Entry Mode is enabled for the form, Account Engagement clears the prospect’s tracking cookie after the form is submitted. The next person using the same browser is therefore presented with a fresh form experience rather than being associated with the preceding attendee. This supports rapid, reliable lead capture from many people on one shared computer while helping ensure that each submission is attributed to the appropriate prospect record. Salesforce documents kiosk mode specifically for situations in which multiple prospects fill out the same form from a single device. See Salesforce Help: Kiosk Mode and Salesforce Help: Account Engagement Forms.

QUESTION NO: 4

A marketing team uses a form to collect a prospect's preferred event location. The team wants to keep the first location submitted, even if the prospect submits the form again with a different location.

Which form field setting should the administrator use?

A. Do not prefill

B. Always display even if previously completed

C. Maintain the initial value upon subsequent form submissions

D. Use progressive profiling

ANSWER: C

Explanation:

Maintain the initial value upon subsequent form submissions is correct because this form field setting preserves the first value submitted by a prospect. If the prospect completes the form again and enters a different value, Account Engagement retains the original value rather than replacing it with the later submission value.

This setting is useful when the first response represents important attribution or registration information that should not be overwritten, such as an original event location, acquisition source, or initial product interest. Salesforce describes form field settings and their effect on prospect data in its Account Engagement Forms documentation.

QUESTION NO: 5

Which two Salesforce features allow a view of a prospect's Pardot landing page submission activity on the syncing contact?

Choose 2 answers

A. Pardot landing pages related list section

B. Engagement History component

C. Pardot Activities Visualforce page

D. Salesforce Activities section

ANSWER: B C

Explanation:

Engagement History component and **Pardot Activities Visualforce page** provide Salesforce users with visibility into a synced prospect's Account Engagement (Pardot) marketing activity, including landing-page submissions. Engagement History surfaces marketing-engagement data directly in Salesforce on supported Lightning record pages, giving sales users a consolidated view of the contact's interactions with marketing assets. A landing-page completion is an engagement activity that can be displayed in this context when the contact is associated with the synced prospect.

The Pardot Activities Visualforce page is the legacy Salesforce interface for viewing a prospect's detailed Account Engagement activity timeline from the associated lead or contact record. This activity history includes form and landing-page activity, allowing a user to see that the prospect submitted a landing page and review the associated engagement record. These two features are designed specifically to expose Account Engagement prospect activity within Salesforce, so a user does not need to open the prospect record separately in Account Engagement. Salesforce describes the available engagement-history experiences in its Engagement History documentation and documents the Pardot Activities Visualforce page for Salesforce records.

QUESTION NO: 6

What triggers a prospect record to sync from Pardot to the CRM? Choose 2 answers

A. Landing page submission

B. Mapping new custom fields

C. Form submission

D. Opening an email

ANSWER: A C

Explanation:

Landing page submission and **Form submission** are the applicable prospect-engagement events. Account Engagement landing pages host Account Engagement forms, so when a visitor submits the form on a landing page, Account Engagement identifies or creates the prospect and records the submitted data. A form submission outside a landing page similarly creates or updates the associated prospect record. These high-intent data-capture events provide the prospect information that Account Engagement sends through the Salesforce connector, subject to the organization's connector configuration and applicable assignment or sync criteria. In practice, marketers commonly use form and landing-page completion actions to qualify, assign, and route prospects, which makes the submitted prospect available to Salesforce sales processes. Salesforce documents that forms collect prospect information and can invoke completion actions, while landing pages are used to publish Account Engagement forms and capture visitor data. See Salesforce Help: Account Engagement Forms and Salesforce Help: Account Engagement Landing Pages.

QUESTION NO: 7

An Administrator wants to create a list whose members are all in the prospecting stage of the opportunity. Once the opportunity moves to another stage, the prospect should no longer be a member of this list. Which automation tool should the Administrator use to create this list?

A. Static list

B. Dynamic list

C. Completion Action

D. Automation Rule

ANSWER: B

Explanation:

Dynamic list is correct because it maintains prospect membership automatically according to criteria that are evaluated continuously. The Administrator can define a rule using the prospect's related Salesforce opportunity information, such as an opportunity stage equal to Prospecting. Prospects are added when they meet that condition and are removed as soon as they no longer meet it, including when the related opportunity advances to a different stage after Salesforce and Account Engagement synchronize.

This behavior is particularly appropriate for an actively changing sales population that may be used for reporting, segmentation, or engagement. A dynamic list does not require the Administrator to manually maintain membership or construct separate add/remove actions for each possible opportunity-stage change. Its membership always reflects the current state of the rule criteria, provided that the relevant Salesforce data is available through the Salesforce connector and synchronization.

Salesforce describes dynamic lists as lists that automatically add or remove prospects as they meet or no longer meet specified criteria. Review the list types and their membership behavior in Salesforce Help: Lists in Account Engagement and the available rule criteria in Salesforce Help: Dynamic Lists.

QUESTION NO: 8

What would make the Salesforce connector become unverified?

A. The Salesforce account has reached the limit of the number of lead or contact records that could be created

B. The Pardot account has reached the limit of the number of prospect records that could be created

C. The connector user's Pardot password was changed

D. The connector user's Salesforce password was changed

ANSWER: D

Explanation:

The connector user's Salesforce password was changed is correct. Account Engagement (formerly Pardot) uses the designated Salesforce connector user's Salesforce authentication to maintain the connection between Account Engagement and Salesforce. When that user's Salesforce password changes, the saved credentials used by the connector are no longer valid. Consequently, Salesforce can no longer verify the connector until an administrator updates the connector authentication with the current credentials. This can interrupt or delay connector-dependent activities, including the synchronization of prospects, leads, contacts, campaigns, and related data, until the connection is successfully reverified. Administrators should use a dedicated integration user for the connector and ensure that its credentials, permissions, and access remain active. When a password change is required by policy or performed manually, the connector should be reauthenticated promptly in Account Engagement to restore normal operation. Salesforce documents that connector verification depends on the connector user being able to authenticate successfully, and its Account Engagement implementation guidance describes the connector user as the Salesforce user Account Engagement uses for Salesforce access. See Salesforce Help: Connect Account Engagement and Salesforce and Salesforce Help: Account Engagement Connector User.

QUESTION NO: 9

Why should you set a form to Always Display?

A. To always show the form when someone returns to the page.

B. To get a higher form conversion rate

C. To prevent spammers from filling out the form

D. To ensure the prospect gets scored and graded.

ANSWER: A

Explanation:

“To always show the form when someone returns to the page.” is correct because the Always Display setting controls what a known prospect sees after they have previously submitted the Pardot (Account Engagement) form. Ordinarily, Pardot can recognize a returning prospect through its tracking cookie and show the form’s success content instead of rendering the form again. Selecting Always Display instructs Pardot to render the form on each visit, including for prospects who have already completed it.

This is useful when repeat submissions are expected or valuable, such as an event-registration form that may be updated, a request form that a prospect might submit more than once, or a form used to collect new information over time. It ensures the visitor has an available form to submit rather than only seeing the prior completion response. The setting therefore affects repeat visibility and usability of the form for returning visitors. Salesforce’s Account Engagement documentation describes form behavior, including form display and completion handling, in its implementation resources: Salesforce Help: Account Engagement Forms and Salesforce Help: Form Completion Actions.

QUESTION NO: 10

Administrators can reset passwords for users

A. True

B. False

ANSWER: A

Explanation:

True is correct. Salesforce administrators can reset a user’s password when the user is unable to sign in, has forgotten their password, or requires a credential reset for security or operational reasons. In Salesforce Setup, an administrator can locate the user record and use the password-reset action; Salesforce then sends the user an email with instructions for setting a new password. This is an administrator-level user-management capability and helps organizations restore access without needing to know or manually handle a user’s existing password. For accounts using Account Engagement (formerly Pardot), user access and authentication are integrated with Salesforce user management, so administrators should manage user credentials through the applicable Salesforce identity and user administration processes. Password reset emails are sent only when the user has a valid email address and can receive Salesforce communications. Administrators should also ensure that appropriate login, password, and identity policies are configured for their organization, particularly when single sign-on or external identity providers are used. Salesforce documents the administrative password-reset process in its user management guidance: Reset User Passwords. Additional password and login administration guidance is available in Password Policies.

QUESTION NO: 11

A prospect has an assigned user in Salesforce. The marketer wants to use variable tags in an email to personalize the message with information about that assigned user.

Which two values can be inserted using assigned user variable tags? Choose 2 answers

A. The assigned user's first name

B. The assigned user's email address

C. The prospect's score

D. The prospect's campaign name

ANSWER: A B

Explanation:

The assigned user's first name and **the assigned user's email address** are correct. Account Engagement provides assigned user variable tags so marketers can personalize communications with information about the Salesforce user assigned to a prospect. For example, an email can include the assigned user's name as a sales contact or use the assigned user's email address in a reply-to or contact section.

Assigned user variable tags retrieve values from the user record rather than from the prospect record. If a prospect has no assigned user, the marketer should define default content so the email remains usable. See Salesforce guidance on Account Engagement variable tags.

QUESTION NO: 12

How long does it take a drip program to start after unpausing it?

A. Immediately

B. Within 5 minutes

C. Within one hour

D. Within one business day

ANSWER: C

Explanation:

Within one hour is correct. In Salesforce Account Engagement, pausing a drip program stops its scheduled processing while preserving the program's configuration and the prospects' positions in the program. When the program is unpaused, Account Engagement resumes its processing asynchronously rather than guaranteeing an immediate evaluation at the exact moment an administrator clicks unpause. Salesforce documents that a resumed drip program can take up to one hour to start again. This timing allowance is important when planning communications or automation that depends on a prospect moving through the drip program after it is reactivated. Administrators should therefore account for the processing window before expecting actions, triggers, or email sends associated with the resumed program to occur. Once processing resumes, prospects continue according to the applicable program steps and timing rules. For more information about creating, managing, and pausing drip programs, see Salesforce Trailhead's Account Engagement Drip Programs module and the Salesforce Help documentation for drip programs in Account Engagement.

QUESTION NO: 13

Which two requirements must be met in order to have both e Lead end a Contact field sync with the same Pardot prospect field? Choose 2 answers

A. The Lead and Contact fields must have the same API name.

B. The Pardot field must be mapped to the Salesforce field.

C. The Lead and Contact fields must have the same Salesforce field label.

D. The Pardot field must be a drop-down field.

ANSWER: A B

Explanation:

To sync both a Salesforce Lead field and a Salesforce Contact field with one Account Engagement (Pardot) prospect field, the Lead and Contact fields must have the same API name, and the Pardot field must be mapped to the Salesforce field. Account Engagement identifies the corresponding Salesforce fields through the field mapping, while matching API names enable the same prospect field to apply consistently when a prospect is represented as either a Lead or a Contact. This is particularly important during lead conversion: the prospect's information can continue to synchronize with the Contact record after the associated Lead is converted, provided the equivalent Salesforce fields are configured consistently. The mapping is configured from the Account Engagement prospect field to Salesforce, and Salesforce connector synchronization uses that mapping to exchange values according to the selected sync behavior. For custom fields, administrators should create equivalent Lead and Contact fields using the same API field name before establishing the Account Engagement field mapping. Salesforce documents the requirements and behavior for prospect-field mappings in its Account Engagement implementation guidance. See Salesforce Help: Map Account Engagement and Salesforce Fields and Salesforce Help: Lead Conversion and Account Engagement.

QUESTION NO: 14

Which three user role security limits can be added to an individual user account? (Choose three answers.)

A. Max number of emails the user can send.

B. Max number of prospects the user can manually delete.

C. Max number of records a user can import.

D. Max number of prospects the user can manually create.

E. Max number of prospects the user can export.

ANSWER: A C E

Explanation:

Account Engagement user roles can include security limits that control the volume of certain high-impact activities performed by an individual user. "Max number of emails the user can send." is a supported limit because administrators can restrict a user's email-sending capacity, helping govern campaign activity and protect sending practices. "Max number of records a user can import." is also supported; in Account Engagement, this limit controls the number of prospect records a user may import. It is useful for managing data-loading activity and reducing the risk of unintended large imports. "Max number of prospects the user can export." is a supported security limit as well. Restricting exports helps administrators apply appropriate control over prospect data access and movement. These limits are configured as part of a user role's security settings, then assigned to users through their Account Engagement access configuration. The limits are quantitative controls: they supplement role permissions by defining how much of an allowed action the user can perform. For more information, see Salesforce Trailhead's Account Engagement user administration module and Salesforce Help on Account Engagement user roles.

QUESTION NO: 15

Which two events allow for a prospect's Pardot campaign to be set? (Choose two answers.)

A. When new prospects are imported into Pardot via a .csv file.

B. When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.

C. When prospects are added to a static list.

D. When a profile is associated with the prospects.

ANSWER: A B

Explanation:

When new prospects are imported into Pardot via a .csv file, the import process can assign the imported records to a selected Account Engagement campaign. This provides a consistent way to attribute a batch of acquired prospects—such as event attendees, purchased leads, or webinar registrants—to the marketing initiative that generated them. The campaign selection is part of configuring the import, so the campaign value is established as those prospect records are created or updated.

When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns, campaign attribution can also be populated from supported third-party campaign-tracking data. This lets Account Engagement connect a prospect's tracked acquisition activity with the applicable external campaign and retain that source context for reporting and segmentation. Both methods are campaign-assignment events: one is an explicit assignment during a file import, and the other is attribution derived through the analytics integration. For more information about Account Engagement campaign attribution and campaign setup, see Salesforce Help: Account Engagement Campaigns and Trailhead: Learn About Account Engagement Campaigns.

QUESTION NO: 16

LenoxSoft enabled the "Always Display Form AfterSubmission" setting on their Pardot form.

What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

A. The prospect would receive an error message.

B. The form would be displayed on the page once again.

C. The prospect would be redirected to a thank-you page.

D. The thank-you content would continue to be shown.

ANSWER: B

Explanation:

The form would be displayed on the page once again. The "Always Display Form After Submission" setting controls what Pardot forms show after a successful submission when the visitor remains on, or returns to, the page containing the embedded form. With this setting enabled, Pardot continues to render the form rather than preserving the post-submission thank-you content in its place. Therefore, if the prospect refreshes the page after submitting, they see the form again and can submit it again if needed.

This behavior is useful when a form needs to remain available for repeated use, such as an event check-in, a referral form, or a shared device scenario. It also means marketers should ensure that any completion actions and automation associated with the form are appropriate if the same identified prospect submits more than once. Salesforce documents this form setting as an option that makes the form display again after it has been submitted. For additional configuration context, see Salesforce Help: Forms and Salesforce Help: Completion Actions.

QUESTION NO: 17

New prospects match a dynamic lists rule criteria. This dynamic list is used as a recipient list on an engagement studio program.

What will happen to the new prospects if the program is currently running and the prospects have not run through the engagement studio program before?

A. The prospects are added to the program, but do NOT start processing until the program is paused and restarted.

B. The prospects remain on the list, but are NOT added to the program until the next day.

C. The prospects are added to the program, but wait for a user to manually select them to process.

D. The prospects are added to the program and automatically start processing through the program.

ANSWER: D

Explanation:

The prospects are added to the program and automatically start processing through the program. A dynamic list continuously evaluates prospects against its rule criteria, so a prospect is added when it newly meets those criteria. When that dynamic list is configured as a recipient list for a running Engagement Studio program, eligible prospects who have not previously gone through that program enter it automatically. They begin at the program's start and proceed according to its steps, subject to any configured wait periods, completion actions, and criteria checks. This behavior lets marketers build ongoing nurture programs that enroll newly qualified prospects without manually restarting the program or selecting individual prospects. Salesforce describes dynamic lists as automatically updating based on defined rules, while Engagement Studio recipient lists define the prospects who can enter a program. See Salesforce Trailhead's Account Engagement Lists module and its Engagement Studio Basics module for more information about dynamic-list membership and automated nurture processing.

QUESTION NO: 18

Which three variable tags can be used on layout templates for landing pages?

(Choose three answers.)

A. %%description%%

B. %%name%%

C. %%title%%

D. %%form%%

E. %%content%%

ANSWER: A C E

Explanation:

The supported variable tags for a Pardot landing-page layout template are `%%description%%`, `%%title%%`, and `%%content%%`. A layout template supplies the reusable HTML framework for landing pages, while these variables tell Account Engagement where to insert page-specific values when a landing page uses that template. `%%title%%` outputs the landing page's title, which can be used in the HTML `<title>` element or as visible page text. `%%description%%` supplies the page description, commonly for the meta-description element and search/social preview metadata. `%%content%%` is the primary placeholder that renders the landing page's editable content, including the content created in the landing-page builder. The tag shown as `%%tittle%%` has been corrected to `%%title%%`, because the supported tag uses the standard spelling. Using these variables lets one approved template provide consistent branding, page structure, and metadata while still allowing individual landing pages to carry their own title, description, and body content. See Salesforce's Account Engagement landing-page documentation and the layout-template overview at Salesforce Help: Landing Pages and Pardot: Layout Templates.

QUESTION NO: 19

In Salesforce, Contacts are deleted if an Opportunity hasn't been closed in 180 days. As a result, the corresponding prospects are marked as[[crm_deleted]] in Pardot. If the Request a Demo form is completed after that 180 day period, the prospect should be recreated as a Lead.

What automation tool should be used to solve this need?

A. Engagement studio

B. Segmentation rule

C. Automation rule

D. Dynamic list

ANSWER: C

Explanation:

Automation rule is the appropriate tool because it can continuously evaluate prospects who meet defined criteria and then perform the actions required to restore Salesforce sync behavior. In this scenario, the rule can identify a prospect whose Salesforce record was deleted, represented by the `crm_deleted` status, after the prospect submits the Request a Demo form. The rule can then remove the obsolete CRM relationship by using the Delete CRM ID action and assign the prospect to the appropriate Salesforce user or queue. Once the prior CRM ID is removed, that assignment allows Account Engagement to create a new Salesforce Lead rather than attempting to sync to the deleted Contact record.

Automation rules are particularly suitable for this operational recovery process because they run in the background as prospects meet the specified conditions, without requiring a marketer to manually review each form submission. They also support the combination of prospect criteria and CRM-related actions needed to handle deleted Salesforce records reliably. This makes the process scalable for any future prospect who re-engages after their original Salesforce Contact has been removed. See Salesforce's Automation Rules documentation and the Account Engagement automation Trailhead module.

QUESTION NO: 20

A company uses Salesforce campaigns to organize webinar marketing efforts.

Which two statements are true about using Salesforce campaigns with Account Engagement? Choose 2 answers

A. A Salesforce campaign can be used as the campaign for Account Engagement marketing assets.

B. Campaign membership can be used for segmentation.

C. Salesforce campaigns replace Account Engagement prospect records.

D. Campaign members can only be created from Salesforce reports.

ANSWER: A B

Explanation:

A Salesforce campaign can be used as the campaign for Account Engagement marketing assets and **campaign membership can be used for segmentation** are correct. Connected campaign functionality allows Account Engagement assets, such as forms, landing pages, and emails, to be associated with Salesforce campaigns. This helps align marketing activity with Salesforce campaign reporting.

When prospects are associated with Salesforce campaign members through their related lead or contact records, marketers can use campaign criteria in Account Engagement segmentation and automation. Salesforce campaigns provide shared campaign structure across sales and marketing, while Account Engagement continues to track prospect engagement with marketing assets. See Salesforce guidance on connected campaigns.

QUESTION NO: 21

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

ANSWER: A D E

Explanation:

In Account Engagement (formerly Pardot), the baseline scoring model automatically adjusts a prospect's score as the prospect performs tracked marketing activities. **Landing page error** is a negative activity in the baseline model because it signals an unsuccessful or poor engagement experience, so it decreases the prospect score. **Webinar attended** is a meaningful engagement activity and receives a positive score adjustment, reflecting the prospect's demonstrated interest in the organization's content. **Form submission** also increases score and is assigned a substantial positive value in the baseline model because submitting a form is a strong conversion action that commonly provides marketers with additional prospect information and indicates intent. These activity values are defaults: admins can review and customize scoring rules to fit their own qualification model, campaign strategy, and sales process. Scoring is designed to measure engagement, while grading separately measures how well a prospect fits the ideal customer profile. Salesforce's Account Engagement learning materials describe how prospect activity affects score and how scoring can be tailored to business requirements. See Salesforce Trailhead: Learn About Scoring and Grading and Salesforce Help: Baseline Scoring.

QUESTION NO: 22

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales raps. Some of these prospects are syncing with Leads In Salesforce, and some are syncing with Contacts. Each prospect should receive the email from their prospects assigned rep.

How should the Marketing Manager accomplish this?

A. Select General User for the Sender of the email

B. Select Assigned User for the Sender of the email

C. Select Account Owner for the Sender of the email

D. Select Specified User for the Sender of the email

ANSWER: B

Explanation:

Select Assigned User for the Sender of the email is correct because it dynamically sets the sender for each recipient based on that prospect's assigned Salesforce Account Engagement user. This supports a single email send to a mixed audience while preserving the appropriate one-to-one sales-representative relationship for every prospect. For prospects that sync with Salesforce Leads or Contacts, the assigned user relationship is maintained through the Account Engagement and Salesforce connector, allowing the email to use the corresponding assigned representative's approved sender identity. Rather than creating separate lists and separate email sends for each representative, the Marketing Manager can configure one email with Assigned User as its sender. Each delivered message will then display the relevant assigned representative's name and email address, creating a more personal and consistent experience for the recipient. The assigned users must be available and configured appropriately in Account Engagement so their sender information can be used for the send. Salesforce documents the sender choices for Account Engagement emails, including the dynamic Assigned User setting, in its email sender options documentation. Additional guidance on Account Engagement email configuration is available in the Account Engagement Email Marketing Trailhead module.

QUESTION NO: 23

What causes a sync from Salesforce to Pardot?

A. Updating a formula field in Salesforce

B. Updating a field on a Contact record that does not have an email address

C. Opening a one to one email

D. Making field changes to a Lead or Contact record

ANSWER: D

Explanation:

Making field changes to a Lead or Contact record is correct because the Salesforce connector synchronizes prospect data when an associated Salesforce lead or contact is updated. After Salesforce detects the change, Account Engagement (formerly Pardot) receives the updated values for fields that are mapped and available to the connector. This behavior keeps the prospect record aligned with the corresponding CRM person record and allows Salesforce to remain the source of truth for CRM-managed data.

The synchronization applies to the matched lead or contact and its eligible mapped fields. Connector synchronization is not simply a one-time import; it is an ongoing process that evaluates changes to connected records and updates the related prospect according to field mapping and sync behavior. Administrators should therefore ensure that the relevant Salesforce fields are mapped to Account Engagement prospect fields and that users and the connector integration have the required field access. Salesforce documents the connector's role in synchronizing prospect and CRM lead/contact data, as well as the setup and behavior of field mappings, in its Account Engagement implementation resources: Connect Account Engagement and Salesforce and Map Account Engagement and Salesforce Fields.

QUESTION NO: 24

If a prospect clicks on a custom redirect after filling out a form, will the prospect ' s assigned Pardot campaign change?

A. Yes, but only if the Pardot completion action for the custom redirect is set to change the campaign.

B. No, a Pardot campaign will always stay the same since it ' s a first touchpoint.

C. Yes, the Pardot campaign will change based on the page the custom redirect links to.

D. No, it ' s not possible to change a Pardot campaign by clicking on a custom redirect.

ANSWER: A

Explanation:

Yes, but only if the Pardot completion action for the custom redirect is set to change the campaign. In Account Engagement, a custom redirect can record a prospect's click and can run configured completion actions when that tracked redirect is accessed. One available completion action is changing the prospect's campaign, so the campaign assignment changes only when that specific action has been added to the custom redirect and configured with a target campaign. The destination page itself does not control campaign assignment; the tracked custom redirect's completion-action configuration does. This lets marketers intentionally update attribution or campaign membership after a meaningful engagement, such as clicking a campaign-specific asset link following a form submission. Completion actions are evaluated for identified prospects, allowing the redirect interaction to trigger the campaign update in the prospect record. Salesforce documents custom redirects as trackable links that support completion actions, and its Account Engagement campaign guidance confirms that prospect campaign assignment can be changed through supported actions and automation. See Salesforce Help: Custom Redirects and Trailhead: Create Account Engagement Campaigns.

QUESTION NO: 25

A marketer is building an Engagement Studio program to route qualified prospects and deliver a follow-up message.

Which two actions can be configured in an Engagement Studio action step? Choose 2 answers

A. Assign the prospect

B. Send an email

C. Create a Salesforce Opportunity

D. Delete the prospect

ANSWER: A B

Explanation:

Assign the prospect and **Send an email** are correct. An Engagement Studio action step performs a defined activity for a prospect who reaches that step in the program. Assigning a prospect can route a qualified prospect to the appropriate sales user or queue, while sending an email delivers the next communication in the nurture journey.

Action steps are used to perform marketing or prospect-management tasks. They do not create Salesforce Opportunity records or delete prospects. Those outcomes require separate Salesforce processes or administrative actions. Salesforce describes available actions and program-building options in its Engagement Studio action-step documentation.

QUESTION NO: 26

An administrator is configuring a form handler for a third-party event registration page.

Which two requirements must be met for Account Engagement to process form-handler submissions? Choose 2 answers

A. The external form must post to the form handler URL.

B. The external form fields must be mapped to Account Engagement prospect fields.

C. The form must be embedded on an Account Engagement landing page.

D. The form must use an Account Engagement layout template.

ANSWER: A B

Explanation:

The external form must post to the form handler URL and **the external form fields must be mapped to Account Engagement prospect fields** are correct. A form handler provides a unique endpoint URL that replaces the external form's original action URL. When the form is submitted, the posted data is sent to Account Engagement for processing.

The administrator must also map the names of fields submitted by the external form to the corresponding prospect fields in Account Engagement. This mapping ensures that submitted values, such as email address, first name, and company, are stored on the appropriate prospect record. The form itself remains hosted and styled outside Account Engagement. See Salesforce documentation on form handlers.

QUESTION NO: 27

What are 3 webinar connectors Pardot offers?

A. WebEx

B. Adobe Connect

C. ReadyTalk

D. GoTo Webinar

E. AnyMeeting

ANSWER: A C D

Explanation:

Account Engagement (formerly Pardot) provides native webinar connectors that let marketers send registration and attendance activity into prospect records. **WebEx**, **ReadyTalk**, and **GoTo Webinar** are the three webinar platforms identified for this purpose. After a connector is authenticated and a webinar is selected, Account Engagement can use registration, attendance, and related webinar activity for prospect segmentation, automation rules, completion actions, and engagement

reporting. This connection is valuable because webinar participation becomes usable first-party marketing activity rather than information that must be manually imported after each event. For example, marketers can add registrants to a list, trigger follow-up messaging for attendees, or create different nurture paths based on whether someone attended. The connector setup is managed in Account Engagement's connector administration area and requires appropriate credentials and permissions for the webinar-provider account. Salesforce's Account Engagement learning materials describe webinar connectors as the mechanism for synchronizing these webinar interactions into prospect activity, and Salesforce Help documents the connector configuration workflow. See Salesforce Trailhead: Account Engagement Basics and Salesforce Help: Account Engagement Connectors.

QUESTION NO: 28

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.

ANSWER: A

Explanation:

The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors. Account Engagement visitor filters are commonly used to prevent internal employee or agency testing traffic from affecting marketing data. When a visitor's IP address matches an active visitor filter, Account Engagement filters that visitor's activity rather than recording it against the prospect. Because the form submission activity is filtered, Account Engagement does not process the submission as a tracked prospect action that can initiate the form's completion actions. This behavior prevents test submissions from accidentally changing prospect data, assigning prospects, adding them to lists or campaigns, or triggering other downstream automation. Before testing a form and its completion actions, the administrator should confirm that the tester's current public IP address is not covered by an active visitor filter, or temporarily disable the applicable filter in an appropriate testing scenario. Salesforce documents visitor filters as an Account Engagement mechanism for excluding activity originating from specified IP addresses. See Salesforce's Account Engagement visitor filters documentation and the Account Engagement completion actions documentation.

QUESTION NO: 29

Your client is looking for a way to increase the quality of leads that are being passed from marketing to sales. What advice do you offer?

A. Only pass on leads that are very active on your site no matter the company profile.

B. Implement a blended lead scoring and grading system.

C. Automatically assign all leads to sales reps in a round-robin system.

D. Add more landing pages and forms to your site to increase the number of conversion opportunities.

ANSWER: B

Explanation:

Implement a blended lead scoring and grading system. This approach improves the quality of leads handed to sales because it evaluates both a prospect's fit and their engagement. Scoring measures a prospect's activities and interest level, such as form submissions, email engagement, page views, and other tracked actions. Grading measures how closely the

prospect matches the organization's ideal customer profile, using attributes such as job title, industry, company size, location, or other demographic and firmographic criteria. A prospect with substantial activity may be interested but still be a poor fit, while a well-qualified company profile may not yet show sufficient buying intent. Combining these dimensions lets marketing identify prospects who are both a strong fit and actively engaged. Marketing can then define an agreed qualification threshold—for example, a specified score together with a minimum grade—and use automation to notify or assign sales only when that threshold is met. This creates a more consistent marketing-to-sales handoff, helps sales prioritize prospects with meaningful purchase potential, and supports shared definitions of a qualified lead. Salesforce describes lead scoring and grading in Account Engagement at Salesforce Help: Lead Scoring and Grading. Additional implementation guidance is available in the Trailhead lead qualification module.

QUESTION NO: 30

Which Salesforce custom fields will sync with Pardot?

A. Custom Record Type fields

B. Custom Prospect fields

C. Custom Account fields

D. Custom Opportunity fields

ANSWER: B C D

Explanation:

Custom Prospect fields, **Custom Account fields**, and **Custom Opportunity fields** can sync between Salesforce and Account Engagement (formerly Pardot), provided that the fields use supported data types and are configured appropriately in the Salesforce connector field mapping. A custom prospect field in Account Engagement is mapped to a Salesforce Lead or Contact field, allowing prospect data to synchronize as the prospect is associated with those Salesforce records. Account fields can be made available in Account Engagement through the Salesforce connector and used to provide organization-level information associated with prospects. Opportunity fields can likewise sync, allowing Account Engagement to reference Salesforce opportunity data for segmentation, automation, reporting, and engagement context. Administrators should create or map these fields through Account Engagement's object and field synchronization setup and verify user permissions, field-level security, and supported field types so that the connector can access the data. Salesforce's guidance on connector field synchronization and custom field mapping is available in Salesforce Help: Salesforce Connector Fields and Salesforce Help: Custom Fields in Account Engagement.

QUESTION NO: 31

What is one way a sales rep can convert a visitor to a prospect?

A. The sales rep gives the visitor a phone call.

B. The sales rep increases the visitor s score to 100.

C. The sales rep manually associates the visitor with a prospect.

D. The sales rep walks the visitor through a demo.

ANSWER: C

Explanation:

The sales rep manually associates the visitor with a prospect. In Marketing Cloud Account Engagement, a visitor represents an anonymous individual whose activity is tracked through the Account Engagement tracking code and browser cookie. A prospect is the identified marketing record that can hold details such as name, email address, score, grade, and engagement history. When a sales rep knows the identity of an anonymous visitor, they can manually associate that visitor record with the appropriate prospect. This association connects the visitor's previously anonymous tracked activity to the prospect, allowing the activity to appear in the prospect's engagement history and supporting more complete sales and marketing context.

Manual association is particularly useful when the visitor has not yet completed a form or otherwise taken an action that automatically identifies them. The action is performed from the visitor record in Account Engagement, where an authorized user can select the matching prospect and establish the relationship. Salesforce documents visitors as anonymous tracked individuals and describes associating a visitor with a prospect as the method for connecting visitor activity to a known prospect. See Salesforce Help: Visitors in Account Engagement and Trailhead: Marketing Cloud Account Engagement Basics.