

DUMPS ARENA

Salesforce Certified Pardot Specialist

Salesforce Pardot-Specialist

Version Demo

Total Demo Questions: 15

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QUESTION NO: 1

What are two benefits of the engagement studio tasting experience?

Choose 2 answers

- A. Evaluating email template options for the program
- B. Visualizing a prospect's possible paths
- C. Understanding the timeline of the program
- D. Measuring a specific step's performance

ANSWER: B D

QUESTION NO: 2

A user wants to set up an automated grading model in Pardot.

Which two components are required to achieve this? Choose 2 answers

- A. Profile
- B. Automation Rule
- C. Pardot Score
- D. Dynamic List

ANSWER: A B

QUESTION NO: 3

What are 2 ways to define a user's role?

- A. From the list view
- B. Through an automation rule
- C. During the import process
- D. Directly from the user record

ANSWER: C D

QUESTION NO: 4

What can the GoToWebinar connector do?

- A. Register prospects for GoToWebinar events
- B. Display how long a prospect watched a webinar
- C. Automatically pull in prospects who exist in GoToWebinar but not Pardot
- D. Display registrations and attendance as activities
- E. Pulls in Pardot emails to use in GoToWebinar

ANSWER: A C D

QUESTION NO: 5

What must be true for a Salesforce Opportunity to sync to Pardot?

- A. The Opportunity must have the "Pardot" record type.
- B. The Opportunity must be sourced by Pardot marketing activities.
- C. The Opportunity must have a Contact Role that is syncing to a prospect in Pardot
- D. The Opportunity must be created by a Sales user who is also a user in Pardot.

ANSWER: D

QUESTION NO: 6

Form or Form Handler? I need data de-duplication in the CRM.

- A. Form
- B. Form Handler

ANSWER: A

QUESTION NO: 7

Which two considerations should be kept in mind when using completion actions for list emails? Choose 2 answers

- A. Completion actions based on email link clicks only execute once per prospect.
- B. Completion actions based on link clicks do not trigger on unsubscribe links or email preference page clicks.

- C. Completion actions based on email opens will retroactively apply if added after the email send.
- D. Completion actions based on image file downloads only execute once per day.

ANSWER: A C

QUESTION NO: 8

Which list email report metric represents the total number of emails minus hard and soft bounces?

- A. Total Opt Outs
- B. Total Sent
- C. Total Queued
- D. Total Delivered

ANSWER: D

QUESTION NO: 9

Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead's Pardot information (score/grade) transferred over. How do you address this issue?

- A. Pardot only shows this information on the lead record.
- B. Once converted, this information shows on the account record and not the contact.
- C. The administrator needs to create lookup fields on the contact to see this from the lead.
- D. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.

ANSWER: D

QUESTION NO: 10

What are the limitations of connecting Pardot to a Salesforce Sandbox account?

- A. If connected to a sandbox first, when you create your production connector, all prospects will not automatically queue to sync.
- B. Pardot can't "wipe" data, so you will need to manually delete any prospects and data that is brought into your Pardot account from the sandbox connector before enabling the connector for your production instance.
- C. You cannot sync with a sandbox at all

ANSWER: A B

QUESTION NO: 11

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

QUESTION NO: 12

Which two Facebook accounts can be posted to using the Pardot Facebook connector? (Choose two answers.)

- A. Video Pages
- B. Linked Instagram Pages
- C. Company Pages
- D. Personal Pages

ANSWER: C D

QUESTION NO: 13

LenoxSoft has a Pardot form titled "Request a Demo" on their external website.

Which Pardot report should they use to see how many views their form has received?

- A. Conversions Report
- B. Landing Page report
- C. Form Handler Report
- D. Form Report

ANSWER: B

QUESTION NO: 14

Which adheres most closely to email sending best practices?

- A. When possible, send emails on Monday mornings in order to stay top of mind throughout the week.
- B. Establish a consistent, predictable cadence for your email communications.
- C. Send plain text only emails in order to increase engagement rates.
- D. Make sure that all emails have a high image-to-text ratio.

ANSWER: B

QUESTION NO: 15

A Pardot administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field.

Which form field option should be enabled?

- A. Maintain the initial value upon subsequent form submissions
- B. Always display even if previously completed
- C. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- D. Include "Not you?" link to allow visitors to reset the form

ANSWER: B