

Salesforce.Premium.Pardot-Specialist.30q - DEMO

Number: Salesforce
Passing Score: 800
Time Limit: 120 min



Exam Code: Pardot-Specialist
Exam Name: Certified Pardot Specialist
Website: <https://VCEup.com/>
Team-Support: <https://VCEplus.io/>



QUESTION 1

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted. If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

- A. Day 4
- B. Day 3
- C. Day 0
- D. Day 5

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 2

What type of Information do rule step types look for in engagement studio programs?

- A. Prospect Interest
- B. Prospect behavior
- C. Prospect activity
- D. Prospect criteria

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 3

What is the difference between a visitor and a prospect?

- A. A prospect has an identified email address, while a visitor does not have an identified email address.
- B. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.
- C. A prospect has submitted a Pardot form, while a visitor has not submitted a Pardot form.
- D. A prospect has an assigned user, while a visitor does not have an assigned user.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 4

Which standard dashboard shows the total submission across all Pardot landing pages in B2B Marketing Analytics?

- A. Pipeline dashboard
- B. Engagement dashboard
- C. Account-Based Marketing dashboard
- D. Multi-Touch Attribution dashboard

Correct Answer: B

Section: (none)

Explanation

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Explanation/Reference:
Explanation:

QUESTION 5

Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.

- A. The Grade as it includes personal information about the prospect.
- B. The Profile as It reflects LenoxSoft's ideal customer.
- C. The Campaign as it references the prospect's first touch point.
- D. The Score as it shows activities taken by the prospect.

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 6

A user is experiencing errors when trying to save their email.

What three items should they check for in order to successfully save their email draft? Choose 3 answers

- A. The email contains a text version
- B. The email contains at least one variable tag
- C. The email uses dynamic content
- D. The email designates a general or specific sender
- E. The email contains an unsubscribe link

Correct Answer: ADE
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 7

By default, which two objects does Pardot write to in Salesforce? Choose 2 answers

- A. Case records
- B. Opportunity records
- C. Contact records
- D. Lead records
- E. Account records

Correct Answer: CD
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 8

A designer wants to apply LenoxSoft's styling to assets in Pardot. Which two assets can they control CSS styling for In Pardot?
Choose 2 answers

- A. Landing pages
- B. Form handlers
- C. Forms

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D. Social posts

Correct Answer: AC

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 9

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.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 10

LenoxSoft's Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren't being counted in the list email report. Based on this link's format, why wouldn't it have been re-written for tracking?

- A. The link should start with http or https to be automatically re-written.
- B. The link should contain a wildcard to be automatically re-written.
- C. The link should point to go.pardot.com to be automatically re-written.
- D. The link should be populated with variable tags to be automatically re-written

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 11

LenoxSoft conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened. What three data points can be found in the prospect's Audits tab to help determine what updates were made? Choose 3 answers

- A. The Lifecycle Report filtered by timeframe
- B. The prospect fields that were updated
- C. The amount of time the prospect spent viewing the website
- D. The lists that that prospect was added to or removed from
- E. The data and time when a prospect was assigned

Correct Answer: BDE

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 12

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A new automation rule is created.
What action is required for prospects to begin matching that automation rule?

- A. Resume the rule after saving
- B. Sava the rule without any additional action
- C. Schedule the rule to run before saving it
- D. Preview the rule before saving it

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 13

Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?

- A. Total submissions
- B. Unique submissions
- C. Conversions
- D. unique clicks

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 14

A form is used to capture prospect data for a yearly conference. The form needs to add prospects to a list after the submit, but it should not retroactively apply actions to prospects that have already filled out the form.
What automation tool would effectively achieve this goal?

- A. Use a segmentation rule to add prospects to a list
- B. Use a dynamic list to add prospects to a list
- C. Use a completion action to add prospects to a list
- D. Use an automation rule to add prospects to a list

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 15

LenoxSoft has an engagement studio program within a recipient list and a suppression list. A prospect is a member of both the recipient list and the suppression list.
In which scenario would a prospect be able to receive the emails in the program?

- A. The prospect is marked as optad out.
- B. The prospect is removed from the recipient list
- C. The prospect is removed from the suppression list
- D. The prospect is removed from both the suppression list and the recipient list.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 16

LenoxSoft's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked. What insight does this report provide the template designer?

- A. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email
- B. High click rates indicates that the email subject line should be the focus of the email content.
- C. Low click rates encourage the user to optimize content or link placement in other email sends.
- D. High open rates indicates that prospects are interacting with the content.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 17

Which two actions can be taken once a Salesforce Opportunity syncs to Pardot? Choose 2 answers

- A. Manually editing the Opportunity In Pardot
- B. Referencing the Opportunity in automation rules
- C. Viewing the Opportunity in Opportunity Reports
- D. Manually deleting the Opportunity in Pardot

Correct Answer: BC

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 18

An administrator includes a link to a file on a web page that the company does NOT own on the company website. What is the best way to be able to track the number of visitors who access this file?

- A. Pardot form
- B. Pardot tacking code
- C. Page actions
- D. Custom redirects

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 19

A Pardot administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field. What is the recommended way to identify these prospects to export to .csv?

- A. Create an automation rule based on product Name.
- B. Create a completion action based on Product Name.
- C. Create a dynamic list based on Product Name.
- D. Create a segmentation rule based on Product Name.

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Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 20

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

Correct Answer: D
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 21

How can a visitor convert to a prospect?

- A. Viewing an embedded form
- B. Visiting a tracked website
- C. Submitting a form on a landing page
- D. Receiving a marketing email

Correct Answer: C
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 22

What happens to wait when a user paused an engagement studio and the prospect still has time remaining on the wait period.

- A. The wait time is paused and the prospect will finish the remaining wait time when the program resumes and process to next step.
- B. The wait time continues to process and the prospect will immediately process to next step once the remaining wait time is fulfilled.
- C. The wait time is paused and the prospect will immediately process to next step when program resumes.
- D. The wait time continues to process and the prospect will immediately process to next step when program resumes.

Correct Answer: A
Section: (none)
Explanation

Explanation/Reference:
Explanation:

QUESTION 23

What step type should be used in engagement studio if a user wants to branch prospects down two paths based on actions taken on a marketing asset?

- A. Rule
- B. Wait
- C. Trigger

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D. Action

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 24

A marketer receives a request to permanently delete a prospect from Pardot.

How does the marketer satisfy this request?

- A. The marketer archives the prospect, but cannot permanently delete their data.
- B. The marketer deletes the prospect in Salesforce, which then permanently deletes the prospect in Pardot.
- C. The marketer goes to the prospect record and chooses the "Permanently Delete" menu option.
- D. The marketer archives the prospect and then selects "Permanently Delete" from the recycle bin.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 25

What list email or email template report deliverability metric could indicate an unverified sending domain?

- A. Forward count
- B. Hard bounces
- C. Skimmed percentage
- D. Total queued

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 26

A Pardot administrator wants to gather a prospect's company name and Job title, but only once they have captured prospect's first name, last name and email address in a previous form submission.

Which feature should they use?

- A. Progressive Profiling
- B. Always display even if previously completed
- C. reCaptcha
- D. Dependent Fields

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 27

What is needed for a page action to trigger for a prospect visiting a high value web page?

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- A. Create an automation rule based on the specific webpage.
- B. Add a completion action on the landing page.
- C. Adding a page action and Pardot tracking code on the page.
- D. Adding a page action on the form.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 28

What is the expected behavior if an automation rule is NOT set to repeat?

- A. The prospect can match the criteria multiple times and the action runs each time.
- B. The action can only run once per day on the prospect.
- C. The prospect matches the criteria once, but the action runs multiple times.
- D. The prospect matches the criteria once and the action runs once.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 29

Which two activities can automatically increase a prospects score using the default scoring model?

Choose 2 answers

- A. A prospect being converted from a Lead to a Contact
- B. A prospect sending an email to their assigned user
- C. A prospect clicking on a tracked link in an email
- D. A prospect submitting a form on a landing page

Correct Answer: CD

Section: (none)

Explanation

Explanation/Reference:

Explanation:

QUESTION 30

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

Section: (none)

Explanation

Explanation/Reference:

Explanation:

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