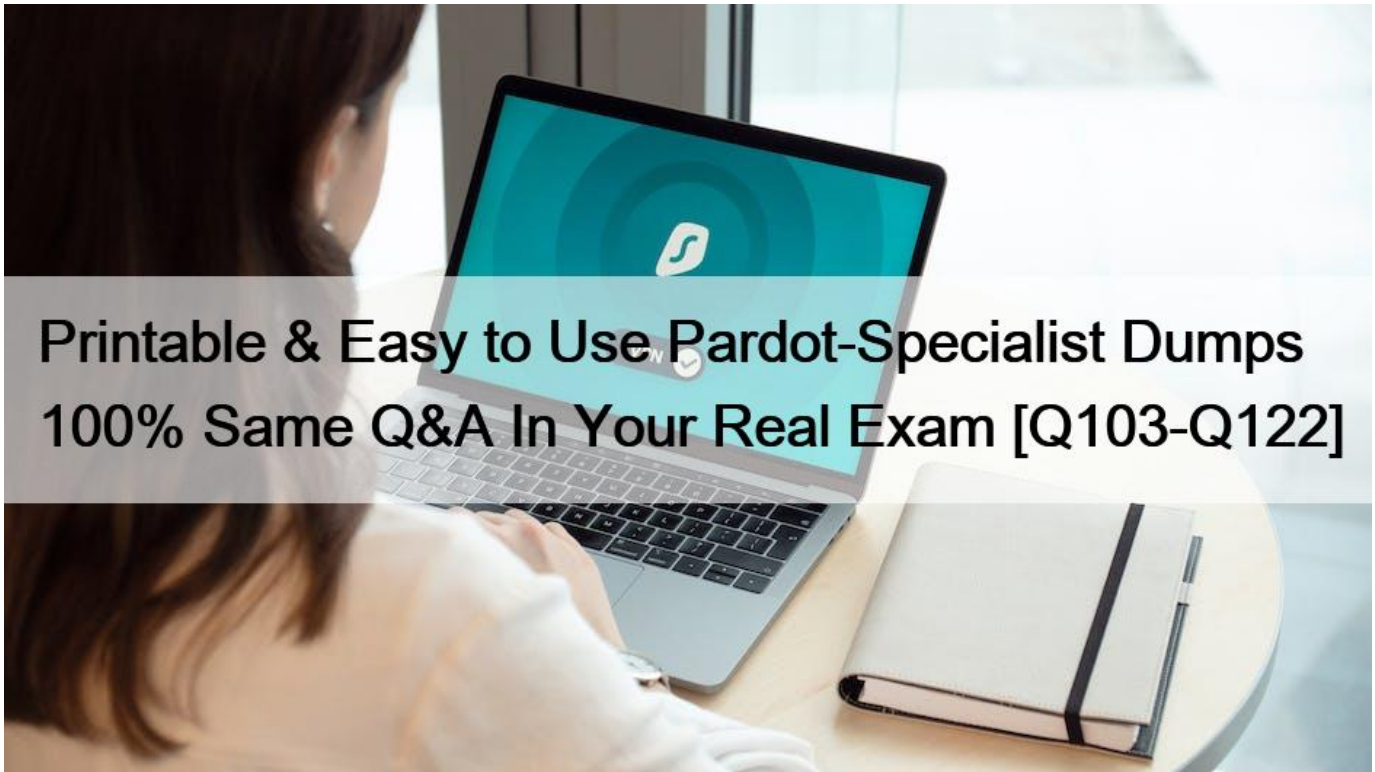


Printable & Easy to Use Pardot-Specialist Dumps 100% Same Q&A In Your Real Exam [Q103-Q122]



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Printable & Easy to Use Pardot-Specialist Dumps 100% Same Q&A In Your Real Exam Pardot-Specialist Practice Test Give You First Time Success with 100% Money Back Guarantee!

To earn the Salesforce Pardot-Specialist certification, individuals must pass a comprehensive exam that covers all aspects of Pardot. Pardot-Specialist exam includes multiple-choice questions and is timed at 90 minutes. Pardot-Specialist exam is proctored and can be taken online or in-person at a testing center.

NO.103 You can set up Pardot yourself to sync with Person Accounts.

- * True
- * False (you need to contact Pardot support to enable this functionality)

NO.104 Form or Form Handler? I want to integrate with a third-party system.

- * Form
- * Form Handler

NO.105 What would make the Salesforce connector become unverified?

- * The Salesforce account has reached the limit of the number of lead or contact records that could be created
- * The Pardot account has reached the limit of the number of prospect records that could be created
- * The connector user's Pardot password was changed

* The connector user's Salesforce password was changed

Explanation

If you change the username or password the connector won't work. details in Pardot and re-verified the connector.

NO.106 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?

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

NO.107 A Pardot administrator would like to enable bot protection on their forms.

Which two Pardot form actions would accomplish this?

Choose 2 answers

- * Enable HTTPS
- * Honeypot Technique
- * Dependent Fields
- * reCaptcha

NO.108 There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?

- * Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- * Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- * Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- * Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

NO.109 What are two benefits of the engagement studio tasting experience?

Choose 2 answers

- * Evaluating email template options for the program
- * Visualizing a prospect's possible paths
- * Understanding the timeline of the program
- * Measuring a specific step's performance

NO.110 What causes a sync from Salesforce to Pardot?

- * Updating a formula field in Salesforce
- * Updating a field on a Contact record that does not have an email address
- * Opening a one to one email
- * Making field changes to a Lead or Contact record

NO.111 Arrange the steps to Access a Prospect Record:

- * Select Prospect
- * Mouseover Prospects

* Click Prospect List

NO.112 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?

- * The prospect is marked as optad out.
- * The prospect is removed from the recipient list
- * The prospect is removed from the suppression list
- * The prospect is removed from both the suppression list and the recipient list.

NO.113 LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers.

The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Pardot Administrator take to automate this process?

Choose one answer

- * Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- * Enable Visitors Filters for a specific IP range; Enable Page Actions to notifymanagers.
- * Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
- * Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

NO.114 New prospects match a dynamic lists rule criteri

a. 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?

- * The prospects are added to the program, but do NOT start processing until the program is paused and restarted.
- * The prospects remain on the list, but are NOT added to the program until the next day.
- * The prospects are added to the program, but wait for a user to manually select them to process.
- * The prospects are added to the program and automatically start processing through the program.

NO.115 How long does it take a drip program to start after unpausing it?

- * Immediately
- * Within 5 minutes
- * Within one hour
- * Within one business day

NO.116 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?

- * Select General User for the Sender of the email
- * Select Assigned User for the Sender of the email
- * Select Account Owner for the Sender of the email

- * Select Specified User for the Sender of the email

NO.117 If the information in Salesforce differs from the information in Pardot, by default what information will be kept?

- * The information in Salesforce will override the information in Pardot
- * The information in Pardot will override the information in Salesforce
- * All information will be kept, which may result in two records for one person
- * The differing information will be deleted from both Salesforce and Pardot, which may result in blank records

https://help.salesforce.com/articleView?id=pardot_default_prospect_field_mapping.htm&type=5

NO.118 A marketing manager sent an email template last week to their **Hot Prospects** list, which is populated dynamically based on the prospects' scores. They want to send the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again.

How should they accomplish this?

- * Create a new dynamic list using the criteria **Prospect email template**, the template name, and **was not received**; and then use it as the

recipient list when sending the email template.

- * Send the email template to the **Hot Prospects** list, but select the **deduplicate** option to remove recipients that already received the email last week.
- * Create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the **Hot Prospects** list.
- * Send the email template to the **Hot Prospects** list like last time; the prospects that received it before will be automatically suppressed from receiving the same email template.

NO.119 What is the main difference between automation rules and segmentation rules?

- * Segmentation rules do not run retroactively
- * Automation rules do run retroactively
- * Automation rules run continuously, segmentation rules run once.
- * Neither will **unmatch** prospects

Automation Rules	Segmentation Rules
Offer the most comprehensive set of actions	Offer limited actions (that all deal with building lists and campaigns)
Run continuously	Run once

NO.120 A new Lead record is created in Salesforce without an email address and the Salesforce connector is set to

automatically create prospects in Pardot;

What action would occur in Pardot?

- * No new visitor record will be created.
- * A new prospect record will be created.
- * A new account will be created.
- * No new prospect will be created.

NO.121 If a form is added to a landing page, where will the submissions be reported?

- * On the landing page
- * On the form
- * On the landing page's layout template
- * On the form's layout template

NO.122 What activities are completion actions available for?

- * Custom Redirects
- * Emails
- * Forms
- * Automation rules
- * Files
- * Page actions

<https://www.pardot.com/blog/completion-actions/>

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