CRT-160^{Q&As}

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QUESTION 1

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.

Correct Answer: A

QUESTION 2

How does Pardot identify the organizations listed in the Identified Companies table on the dashboard?

A. Pardot uses what the visitor enters in the Company field of a form.

B. Pardot uses the Source listed in the the UTM parameters.

C. Pardot uses the domain listed in the visitor\\'s email address.

D. Pardot uses the visitor\\'s IP address to run a reverse IP lookup.

Correct Answer: B

QUESTION 3

How can you ensure your email doesn\\'t get stuck in spam?

A. Create clear calls-to-action

B. Create mobile-friendly version of the email

C. Create a text version of the email

D. Remove the unsubscribe from the email

E. Add domain keys and SPF

Correct Answer: C

QUESTION 4

An Administrator needs to export a list of all of the prospects who completed the form on the "Request a Demo landing page. Where can this list be exported? Choose 2 answers

A. "Request a Demo" form overview page

B. "Request a Demo" landing page overview page

C. Forms report for the "Request a Demo" form

D. Landing page report for the "Request a Demo" landing page

Correct Answer: BD

QUESTION 5

What information can you access on the Prospect List?

A. Prospect\\'s Name

B. Prospect\\'s Email Address

C. Prospect\\'s Title

D. Prospect\\'s Company

E. Prospect\\'s Grade

F. Prospect\\'s Score

G. Date of when prospect converted from a visitor

H. Date of prospect\\'s last activity

Correct Answer: ADEFH

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