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QUESTION 1

Which of the following can "unmatch"prospects?

A. Automation Rules

B. Dynamic Lists

C. Segmentation Rules

Correct Answer: B

QUESTION 2

What is an ideal Click-Through Rate (CTR)?

A. 1%

B. more than 5%

C. more than 2%

D. less than 1%

Correct Answer: C

QUESTION 3

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.

Correct Answer: D

QUESTION 4

What is the limit of social posting connectors you can create in your Pardot account?

A. Five accounts per platform

B. One account per user role, per platform

C. There is no limit of accounts per platform

D. One account per platform

Correct Answer: C

https://help.salesforce.com/articleView?id=pardot_connectors_social_posting_parent.htmandt ype=5

QUESTION 5

If five prospects have completed a repeating engagement studio program twice, what number would display on the reporting tab tool tip for the initial program step "Create Salesforce Task"?

A. 2

B. 10

C. 5

D. 0

Correct Answer: B

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