

# PARDOT-SPECIALIST<sup>Q&As</sup>

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## QUESTION 1

What must you do in Salesforce to map a Pardot prospect custom field to a Salesforce field? Choose 2 answers

- A. Adjust the lead settings in Salesforce.
- B. Add a new lead record type in Salesforce.
- C. Add a new custom contact field in Salesforce.
- D. Add a new custom lead field in Salesforce.

Correct Answer: CD

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## QUESTION 2

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

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## QUESTION 3

What activities are completion actions available for?

- A. Custom Redirects
- B. Emails
- C. Forms
- D. Automation rules
- E. Files
- F. Page actions

Correct Answer: ABCEF

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

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## QUESTION 4

By default, which object is Salesforce is created when a new prospect is assigned in Pardot?

- A. Lead
- B. Opportunity
- C. Content
- D. Account

Correct Answer: A

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## QUESTION 5

Creating or marking an opportunity as lost will result in the change of a prospect's score

- A. True
- B. False

Correct Answer: A

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