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QUESTION 1

Where can the Email Usage for a Pardot account be located?

A. Dashboard tab

B. My Profile lab

C. Account Settings tab

D. Usage and Limits tab

Correct Answer: C

QUESTION 2

A user needs to change which email template is used in a running engagement program. What is the first step the user must take In order to make this change?

A. Copy the original Engagement Program

B. Change the wait time for the template

C. Delete the old sent email

D. Pause the Program

Correct Answer: C

QUESTION 3

You can view page views under which tab in the navigation menu?

A. Marketing

B. Prospects

C. Reports

D. Admin

Correct Answer: B

QUESTION 4

Which two Facebook accounts can be posted to using the Pardot Facebook connector? (Choose two answers.)

A. Video Pages

B. Linked Instagram Pages

C. Company Pages

D. Personal Pages

Correct Answer: CD

QUESTION 5

Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited the pricing page. Which automation tool would best achieve this?

A. Create a special campaign to track pricing page views.

B. Create a Page Action set to Tag prospects as having viewing it and add them to a list.

C. Create a Form with a Completion Action to send a pricing sheet.

D. Create a Dynamic List based on page view to segment automatically.

Correct Answer: B

QUESTION 6

What is the function of the Monthly Cohort Report?

A. To show graphically all prospects and opportunities created within the time period designated.

B. To show how many prospects have been created based on the most popular campaigns.

C. To show how many prospects have been sent to Salesforce within the time period designated.

D. To show how many opportunities are linked with prospects.

Correct Answer: A

QUESTION 7

A Pardot administrator has successfully verified the Salesforce connector in Pard How many additional Salesforce connectors can be verified?

A. One

B. None

C. Unlimited

D. two

Correct Answer: B

QUESTION 8

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 9

Where can you find the Pardot tracking code, so it can be inserted to begin setting cookies for site visitors?

A. Marketing | Campaigns | Website Tracking | View Tracking Code

B. Marketing |Tracking Code

C. Reports | Campaigns | View Tracking Code

D. Administration | View Tracking Code

Correct Answer: A

QUESTION 10

You can access conversion rates under which tab in the navigation menu?

A. Marketing

B. Prospects

C. Reports

D. Admin

Correct Answer: C

QUESTION 11

What does scoring measure?

A. Personal information about a prospect

B. Time spent on website by a prospect

C. Activities performed by a prospect

D. Time spent on a website by a prospect and explicit information about the prospect

Correct Answer: C

QUESTION 12

Which of these statements are true (check all that apply)?

A. Tracking codes must be added to each page that you want to track - unless you add it to a global tracker.

B. Pardot tracking codes set cookies on visitors and prospects\\' browsers.

C. Tracking code is visible to visitors

D. Tracking code loads asynchronously so that it doesn\\'t slow down the rendering of the page

Correct Answer: ABD

QUESTION 13

Identify the differences between default and custom roles.

A. Default roles are included with Pardot

B. Custom roles can be edited

C. Default roles can be edited

D. Default roles can be deleted

E. Custom Roles can be created from scratch

F. Custom roles can be created from a default role

G. Default roles are included with Pardot

Correct Answer: ABEFG

QUESTION 14

You can send one-to-one emails under which tab in the navigation menu?

A. Marketing

B. Prospects

C. Reports

D. Admin

Correct Answer: B

QUESTION 15

Lenoxsoft uses their existing email sending platform to send a monthly promotional email to subscribers on the 15th of each month. They are beginning their Pardot implementation on the 5th and must send the email on time. They have asked to focus on the minimum setup in Pardot in order to meet their email send deadline.

Based on the above constraints, what should the Consultant determine to be the first steps in Pardot?

A. Create a folder structure, import, and map sales users, and transfer email templates into Pardot.

B. Set up a Pardot campaign, import necessary subscriber lists, and transfer email templates to Pardot.

C. Implement Pardot tracking code, set up email authentication, and create page actions for website

views.

D. Set up email authentication, import necessary subscriber lists, and transfer email templates into Pardot.

Correct Answer: D

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