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QUESTION 1

What is tracked by the custom email links generated by Pardot?

- A. Link clicks
- B. Page visits
- C. Email opens
- D. Form completions
- E. Unsubscribe

Correct Answer: ABC

QUESTION 2

What would a hard bounce refer to on an email sending report?

- A. An email that is recognized, but returned to the sender because the recipient's mailbox is full.
- B. An email that is recognized, but returned to the sender because the mail server is temporarily unavailable
- C. An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.
- D. An email that permanently bounced back to the sender because the address is invalid.

Correct Answer: D

QUESTION 3

A marketing user wants to test two similar versions of an email to see which one performs better. How should they run this test?

- A. Send one version to the list now, another to the same list later, and then compare the results to determine a winner based on clicks or opens.
- B. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on event signups.
- C. Send the two versions to two different lists, and then compare the results to determine a winner based on clicks or opens.
- D. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens.

Correct Answer: D

QUESTION 4

How can a visitor convert to a prospect?

- A. Viewing an embedded form
- B. Visiting a tracked website
- C. Submitting a form on a landing page
- D. Receiving a marketing email

Correct Answer: C

QUESTION 5

What would an Administrator use to send a single email to a list of prospects?

- A. List email
- B. Engagement program
- C. Social message
- D. Email template

Correct Answer: D

QUESTION 6

In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record?

Choose 2 answers

- A. Shared CRM ID
- B. Shared Assigned User ID
- C. Shared email address
- D. Shared tracking pixel

Correct Answer: AB

QUESTION 7

LenoxSoft has a Pardot form titled "Request a Demo" on their external website.

Which Pardot report should they use to see how many views their form has received?

- A. Conversions Report

- B. Landing Page report
- C. Form Handler Report
- D. Form Report

Correct Answer: B

QUESTION 8

New feature alerts can be found at the top of the dashboard.

- A. True
- B. False

Correct Answer: A

QUESTION 9

If a form is added to a landing page, where will the submissions be reported?

- A. On the landing page
- B. On the form
- C. On the landing page's layout template
- D. On the form's layout template

Correct Answer: B

QUESTION 10

On Tuesday, a marketing user scheduled a list email to be sent this Friday, but their manager wants the email to go out tomorrow instead. What is the recommended way to change the scheduled send date for the email.

- A. Edit the scheduled email. select Wednesday for the new date, and save it
- B. Edit the engagement studio program, select Wednesday for the new date, and save
- C. Delete the engagement studio program and create a new program that is scheduled for Wednesday.
- D. Delete the scheduled email and create a new email that is scheduled for Wednesday.

Correct Answer: A

QUESTION 11

A user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program.

Which prospects will process through the new step once the program is started again?

- A. All prospects on the recipient list
- B. All prospects in the program
- C. All prospects new to the program
- D. All prospects on the suppression list

Correct Answer: C

QUESTION 12

Which two events trigger a prospect record to sync from Pardot to Salesforce? (Choose two answers.)

- A. Landing page submission.
- B. Form submission.
- C. Mapping new custom fields.
- D. Opening an email.

Correct Answer: BC

QUESTION 13

New prospects match a dynamic lists rule criteria. 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?

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

Correct Answer: D

QUESTION 14

Which two Salesforce features allow a view of a prospect's Pardot landing page submission activity on the syncing contact? Choose 2 answers

- A. Pardot landing pages related list section
- B. Engagement History component
- C. Pardot Activities Visualforce page
- D. Salesforce Activities section

Correct Answer: CD

QUESTION 15

An engagement studio program is created with an Email Send action step immediately followed by an Email Open trigger step with a 3 day wait. A prospect is sent the email and progresses to the Email Open trigger. On day 2, the prospect opens the email.

How would the prospect progress through the trigger step?

- A. The prospect will immediately progress down the "Yes" path since the email was opened.
- B. The prospect will progress down the "Yes" path after waiting 1 more day since the email was opened.
- C. The prospect will progress down the "No" path after waiting 1 day since the email open did not occur on day 3.
- D. The prospect will immediately progress down the "No" path since the email open did not occur on day 3.

Correct Answer: B

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