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QUESTION 1

The baseline grade will show on the prospect profile at all times.

- A. True
- B. False

Correct Answer: B

QUESTION 2

LenoxSoft has had a Product Interest form live on their website for the past 3 months. They would like to make sure that, moving forward, every time the form is submitted, a custom field is updated. They also want to update that custom field for anyone who has submitted the form before today.

What combination of automation tools should LenoxSoft use to achieve this?

Choose one answer

- A. Automation rule and completion action
- B. Segmentation rule and completion action
- C. Dynamic list and automation rule
- D. Completion action and dynamic list

Correct Answer: A

QUESTION 3

LenoxSoft needs their form to post directly to a third-party platform as well as Pardot upon submission.

Which Pardot tool should they use?

- A. Dynamic Content
- B. Form Handler
- C. Custom Redirect
- D. PardotForm

Correct Answer: B

QUESTION 4

An administrator wants to create a dynamic list of all prospects who have accessed a certain file have a specific value,

but there are more prospects than anticipated in the preview.

What could be happening?

- A. Field value is not mapped.
- B. This is not possible with dynamic lists.
- C. Match Type is set to "Match Any."
- D. Match type is set to "Match All."

Correct Answer: B

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

QUESTION 6

When are visitors converted to prospects?

- A. When they run through completion actions
- B. When an automation rule runs
- C. When a prospect fills out a form or form handler
- D. When the prospect visits a Pardot landing page

Correct Answer: C

QUESTION 7

Which three activities can increase or decrease a score in the baseline scoring system? (Choose three answers.)

- A. Landing page error
- B. Unsubscribed from email

- C. Assigned to a user
- D. Webinar attended
- E. Form submission

Correct Answer: ADE

QUESTION 8

The VP of Marketing wants to see all automation rules and engagement studio programs that a prospect has been a member of. Where should the VP of Marketing look to find this information?

- A. Automation settings
- B. Scoring rules
- C. Prospect's Audits tab
- D. Lifecycle report

Correct Answer: C

QUESTION 9

What does Pardot set on visitors' browsers to track their activities?

- A. UTM Parameters
- B. Tracking Pixels
- C. Cookies
- D. Google Analytics Tracking Code

Correct Answer: C

QUESTION 10

A designer wants to apply LenoxSoft's styling to assets in Pardot. Which two assets can they control CSS styling for in Pardot?

Choose 2 answers

- A. Landing pages
- B. Form handlers
- C. Forms
- D. Social posts

Correct Answer: AC

QUESTION 11

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.htm&dt ype=5

QUESTION 12

When an opportunity is created in Pardot from the sync with Salesforce, what campaign is set on the opportunity?

- A. The last campaign of the last contact associated with the opportunity
- B. The first campaign of the first contact associated with the opportunity
- C. The first campaign of the last contact associated with the opportunity
- D. The last campaign of the first contact associated to the opportunity.

Correct Answer: B

QUESTION 13

By default, which two objects does Pardot write to in Salesforce? Choose 2 answers

- A. Case records
- B. Opportunity records
- C. Contact records
- D. Lead records
- E. Account records

Correct Answer: CD

QUESTION 14

Why should you set a form to Always Display?

- A. To always show the form when someone returns to the page.
- B. To get a higher form conversion rate
- C. To prevent spammers from filling out the form
- D. To ensure the prospect gets scored and graded.

Correct Answer: A

QUESTION 15

An administrator wants to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out. If a prospect later opts back in, they should be added back to the list.

How should the list be created?

- A. Use an automation rule to automatically add or remove prospects to the list if they submit the form, but aren't opted out.
- B. Use a dynamic list to automatically add or remove prospects based on the form completion and their opt out status.
- C. Use a completion action on the form to automatically add anyone who completes it to the list.
- D. Use table actions to add prospects to the list if they've filled out the form, but haven't opted out from communications.

Correct Answer: B

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