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Salesforce Pardot-Specialist

Version Demo

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QUESTION NO: 1

A prospect with a Pardot score over 100 can view and opt out of a list on the Pardot Email Preference Center. The following month, the prospect's score falls below 100, so they are removed from the list and can no longer view that list on the Email Preference Center.

Which two characteristics must be true of that list?

Choose 2 answers

- A. It is a Static List
- B. It is a Dynamic List
- C. It is a CRM Visible List
- D. It is a Public List

ANSWER: A C

QUESTION NO: 2

Which list email report metric represents the total number of emails minus hard and soft bounces?

- A. Total Opt Outs
- B. Total Sent
- C. Total Queued
- D. Total Delivered

ANSWER: D

QUESTION NO: 3

What information can you access on the Prospect List?

- A. Prospect's Name
- B. Prospect's Email Address
- C. Prospect's Title
- D. Prospect's Company
- E. Prospect's Grade

F. Prospect's Score

G. Date of when prospect converted from a visitor

H. Date of prospect's last activity

ANSWER: A D E F H

QUESTION NO: 4

Form or Form Handler? I need to maintain my current lead flow.

A. Form

B. Form Handler

ANSWER: B

QUESTION NO: 5

LenoxSoft uses a custom account field in Salesforce and wants to use it for segmentation in Pardot.

What should an administrator do to be able to use the custom field in Pardot?

A. Edit an existing default account field in Pardot and map it to the account field in Salesforce.

B. Make no changes. Only default account fields can sync to Pardot.

C. Create a custom account field in Pardot and map it to the account field in Salesforce.

D. Map the account field in Salesforce to a contact field that is already syncing with Pardot.

ANSWER: C

QUESTION NO: 6

Which two requirements must be met in order to have both a Lead and a Contact field sync with the same Pardot prospect field? Choose 2 answers

A. The Lead and Contact fields must have the same API name.

B. The Pardot field must be mapped to the Salesforce field.

C. The Lead and Contact fields must have the same Salesforce field label.

D. The Pardot field must be a drop-down field.

ANSWER: A B

QUESTION NO: 7

What are two benefits of the engagement studio tasting experience?

Choose 2 answers

- A. Evaluating email template options for the program
- B. Visualizing a prospect's possible paths
- C. Understanding the timeline of the program
- D. Measuring a specific step's performance

ANSWER: B D

QUESTION NO: 8

A marketing user wants to send out an email to a list of prospects on behalf of their assigned sales users. Any prospect replies should be directed to bdr@lenoxsoft.com so their team of business development reps can field questions and schedule follow up demos.

How should this be accomplished?

- A. Select Specific User for the Sender
- B. Select General User for the Sender
- C. Select Assigned User for the Custom Reply-To Address
- D. Select General Address for the Custom Reply-To Address

ANSWER: D

QUESTION NO: 9

What are the benefits of warming up an IP address?

- A. Increase Deliverability
- B. Avoid IP Blacklisting
- C. IPs don't work well when cold
- D. Build up email reputation

ANSWER: A D

QUESTION NO: 10

LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in.

Which field type should they leverage?

- A. Multi-Select
- B. Checkbox
- C. Dropdown
- D. TextArea

ANSWER: C

QUESTION NO: 11

Which three activities can be used to trigger an increase or decrease in a prospect's score? (Choose three answers.)

- A. Unsubscribing from an email
- B. Printing an email
- C. Clicking a link in an email
- D. Opening an email
- E. Forwarding an email

ANSWER: A C D

QUESTION NO: 12

What list email or email template report deliverability metric could indicate an unverified sending domain?

- A. Forward count
- B. Hard bounces
- C. Skimmed percentage
- D. Total queued

ANSWER: B

QUESTION NO: 13

A marketer has 4,000 total prospects in their account:

- 3,000 of which are opted in
- 500 of which are opted out
- 500 of which are in the Recycle Bin

What would be their Mailable Database usage?

- A. 3,000
- B. 2,500
- C. 4,000
- D. 3,500

ANSWER: A

QUESTION NO: 14

Administrators can reset passwords for users

- A. True
- B. False

ANSWER: A

QUESTION NO: 15

What are 2 ways to define a user's role?

- A. From the list view
- B. Through an automation rule
- C. During the import process
- D. Directly from the user record

ANSWER: C D