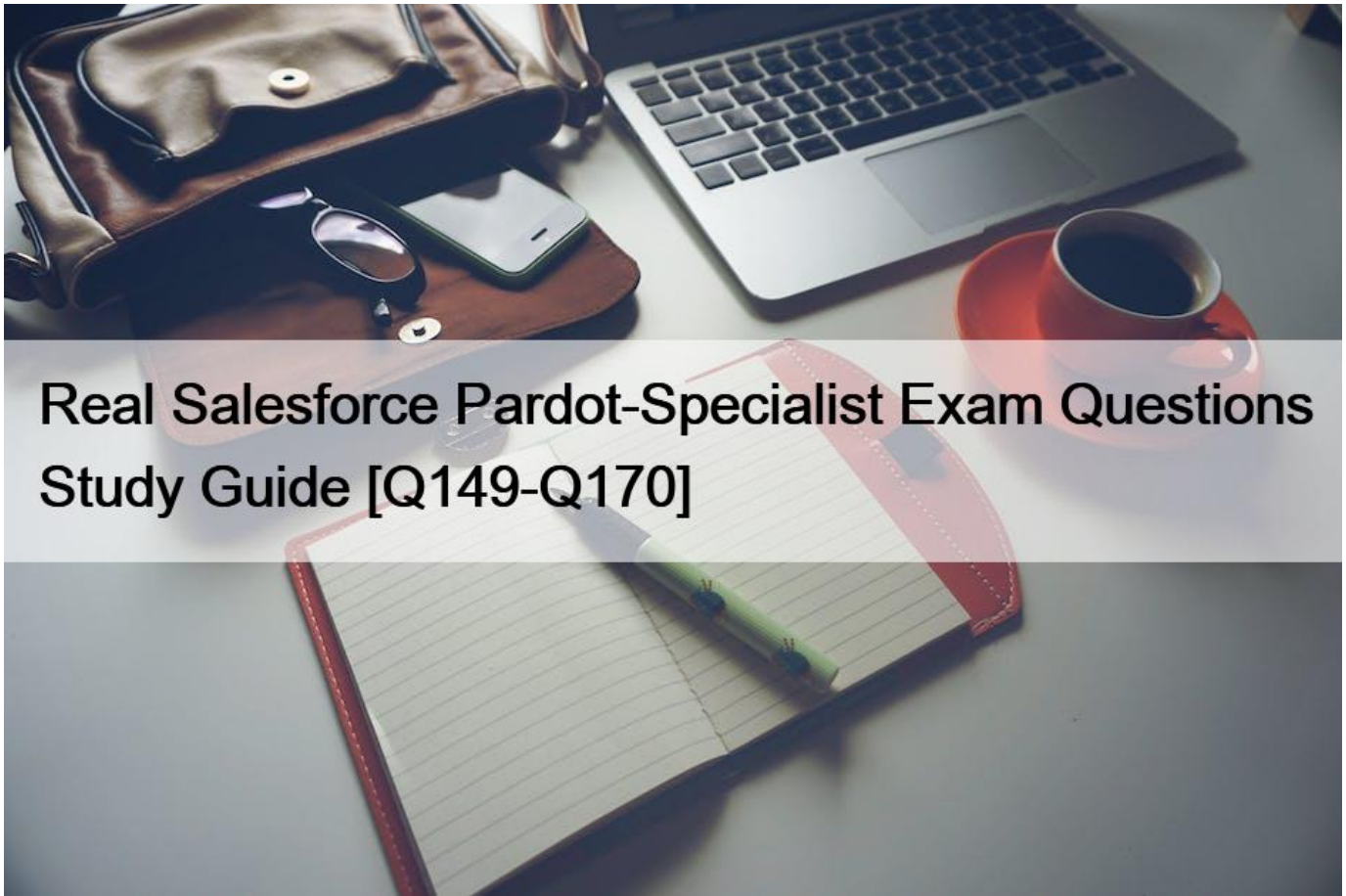# Real Salesforce Pardot-Specialist Exam Questions Study Guide [Q149-Q170



Real Salesforce Pardot-Specialist Exam Questions Study Guide
Updated and Accurate Pardot-Specialist Questions for passing the exam Quickly

If you are interested in pursuing a career in marketing automation or looking to enhance your existing skills in Pardot, then the Salesforce Pardot-Specialist certification is a great option. Salesforce Certified Pardot Specialist Exam certification will help you validate your skills and knowledge in Pardot and set you apart in a competitive job market.

Earning the Salesforce Certified Pardot Specialist certification demonstrates an individual's expertise in using the Pardot platform to drive marketing and sales success. It is a valuable credential for anyone looking to advance their career in marketing automation or work with clients who use Pardot. With the increasing demand for marketing automation solutions, the Salesforce Pardot-Specialist certification is an excellent investment for anyone looking to stay ahead of the curve in this competitive field.

**NO.149** What behavior should an Administrator expect if a new send email step is added to the middle of an engagement program that has been running for several weeks?
* All prospects in the engagement program will receive the email, even those who have already reached the end.

* Only prospects in the engagement program who have NOT reached that step will receive the email.
* All prospects in the engagement program who have NOT reached the end will receive the email.
* A new email CANNOT be added to an engagement program.

**NO.150** What is an ideal Click-Through Rate (CTR)?
* 1%
* more than 5%
* more than 2%
* less than 1%

**NO.151** What is a capability of an automation rule?
* Run an action on a prospect multiple times per day.
* Run an action on a prospect the first time the criteria is met.
* Run an action on a visitor every time the criteria is met.
* Run an action on a prospect or visitor the first time the criteria is met.

**NO.152** What information is required when creating a prospect manually?
* Campaign, Company, Email, Score
* Account, Email, Profile, Score
* Campaign, Email, Full Name, Profile
* Campaign, Email, Profile, Score

**NO.153** LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Pardot marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer
* Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
* Create a segmentation list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects.
* Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects
* Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

**NO.154** How can an interested lead that comes to Lenoxsoft&#8217;s website and fills out the Contact Us form receive a follow-up email each time he or she submits?
* Send using the form&#8217;s completion actions.
* Send using a segmentation rule.
* Send using an engagement program.
* Use a dynamic list to use as a recipient list on an email send.

**NO.155** What is one way a sales rep can convert a visitor to a prospect?
* The sales rep gives the visitor a phone call.
* The sales rep increases the visitor s score to 100.
* The sales rep manually associates the visitor with a prospect.
* The sales rep walks the visitor through a demo.

**NO.156** What triggers a prospect record to sync from Pardot to the CRM? Choose 2 answers
* Landing page submission
* Mapping new custom fields
* Form submission
* Opening an email
Explanation

https://help.salesforce.com/articleView?id=pardot_activities_that_trigger_a_sync_from_pardot_to_salesforce.htm

**NO.157** Which three user role security limits can be added to an individual user account? (Choose three answers.)
* Max number of emails the user can send.
* Max number of prospects the user can manually delete.
* Max number of records a user can import.
* Max number of prospects the user can manually create.
* Max number of prospects the user can export.

**NO.158** A user creates and resumes a new automation rule.

Which two statements are true about that rule?

Choose 2 answers
* The rule will run once and must be re-run for prospects to match again.
* The rule will continuously look for prospects who match the criteria.
* The rule will evaluate their entire prospect database for matches.
* The rule will unmatch prospects that no longer match the criteria.

**NO.159** There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than

60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?
* Create an automation rule based on the prospects time to adjust their score to 0 if they haven&#8217;t been active in 60 days.
* Create a dynamic list based on the prospects time to adjust their score to 0 if they haven&#8217;t been active in

60 days.
* Create a completion action based on the prospects time to adjust their score to 0 if they haven&#8217;t been active in 60 days.
* Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven&#8217;t been active in 60 days.

**NO.160** If a form is added to a landing page, where will the submissions be reported?
* On the landing page
* On the form
* On the landing page&#8217;s layout template
* On the form&#8217;s layout template

**NO.161** What is required for a record in salesforce to be synced or created as a prospect record in Pardot?
* Name
* Company
* Phone
* Email address

**NO.162** A Pardot administrator has pre-existing HTML that they want to use to build their landing page in Pardot. Which asset should be applied during the creation of the Pardot landing page to accomplish that goal?
* Dynamic content
* Custom redirect
* Layout template
* Stock template

**NO.163** 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
* Landing pages
* Form handlers
* Forms
* Social posts

**NO.164** What does Pardot sync first with Salesforce?
* Contacts
* Leads
By default, when Pardot syncs a prospect, Pardot looks for contacts with a matching email address as first priority. If it doesn't find any, it will look for a matching lead to sync with. If it doesn't find one of those, either, it will create a lead. For more details -> https://help.salesforce.com/articleView?id=000273582&language=en_US&type=1

**NO.165** False

19. Which of these are default user roles?
* Administrator
* Admin Vacation
* Marketing
* Sales Manager
* Sales Manager's Assistant
* Sales User

**NO.166** What does Pardot use to track HTML email opens?
* A tracking link is used as soon as a prospect clicks to open the email.
* A tracking pixel loads on HTML emails when images are downloaded.
* Opens are only tracked if a link is clicked; otherwise they are NOT tracked.
* A tracking pixel loads on text emails when images are downloaded.

**NO.167** What does the Data.com connector allow you to do?
* Sync all your prospects to Salesforce
* Connect with your meeting software
* Quickly jump into the Data.com results for a prospect or their company

**NO.168** What activities are completion actions available for?
* Custom Redirects
* Emails
* Forms
* Automation rules
* Files

* Page actions
https://www.pardot.com/blog/completion-actions/

**NO.169** How many times can each action be added to the logic of the same engagement program?
* Email actions can be used an unlimited amount of times, but the other actions can only be used once per engagement program.
* Actions can be used an unlimited amount of times in an engagement program.
* Email actions and pauses can be used an unlimited amount of times, but the other actions can only be used once per engagement program.
* Actions can each be used only once per engagement program.

**NO.170** Arrange the steps to Access a Prospect Record:

A . Select Prospect

B . Mouseover Prospects

C . Click Prospect List
* A B C
* A C B
* B C A
* C A B

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