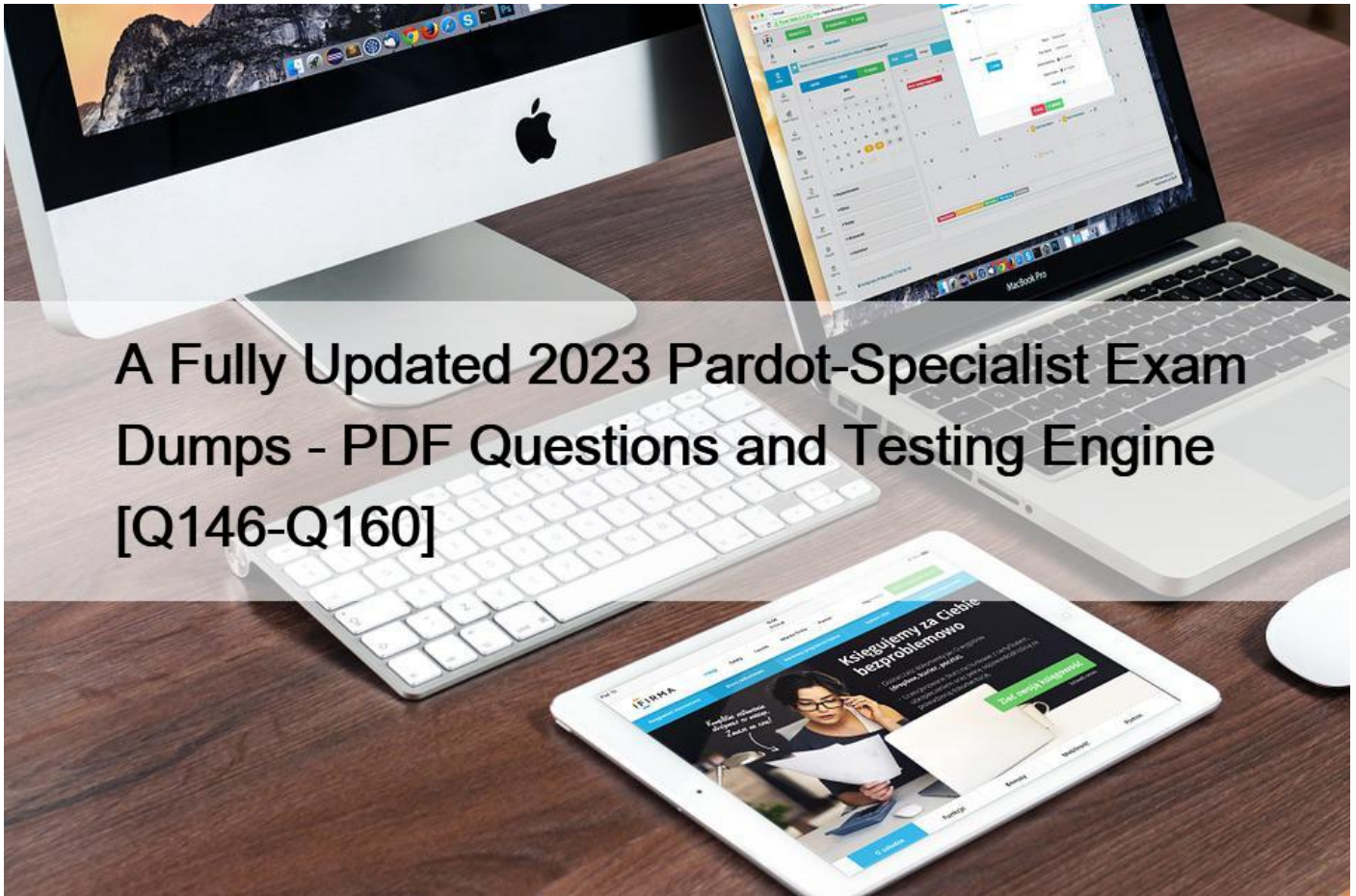


A Fully Updated 2023 Pardot-Specialist Exam Dumps - PDF Questions and Testing Engine [Q146-Q160]



A Fully Updated 2023 Pardot-Specialist Exam Dumps - PDF Questions and Testing Engine Easy Success Salesforce Pardot-Specialist Exam in First Try

Salesforce Pardot-Specialist Certification Exam is a proctored, multiple-choice exam that consists of 60 questions. Candidates are given 90 minutes to complete the exam, and a passing score of 67% is required to earn the certification. Pardot-Specialist exam can be taken online or in-person at a testing center.

QUESTION 146

You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record.

- * True
- * False

QUESTION 147

How can a visitor convert to a prospect?

- * Viewing an embedded form
- * Visiting a tracked website
- * Submitting a form on a landing page
- * Receiving a marketing email

QUESTION 148

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

QUESTION 149

Which three variable tags can be used on layout templates for landing pages?

(Choose three answers.)

- * %%description%%
- * %%name%%
- * %%tittle%%
- * %%form%%
- * %%content%%

QUESTION 150

An Administrator wants to have a thank you email sent after the form on the 'Request a Demo' landing page is submitted.

Where can this be configured to ensure that every time the landing page is completed, the email is sent?

- * Configure an autoresponder email to send as a completion action when the 'Request a Demo' landing page has been submitted.
- * Configure an automation rule to send the email when 'Request a Demo' form has been successfully completed.
- * Configure a segmentation rule to send the email when 'Request a Demo' landing page has been successfully completed.
- * Configure an autoresponder email to send as a completion action when the 'Request a Demo' form has been submitted.

QUESTION 151

What is needed for a page action to trigger for a prospect visiting a high value web page?

- * Create an automation rule based on the specific webpage.
- * Add a completion action on the landing page.
- * Adding a page action and Pardot tracking code on the page.
- * Adding a page action on the form.

QUESTION 152

What editions of Salesforce can sync with Pardot?

- * Enterprise Edition and lower
- * Standard Edition and higher
- * Professional Edition and higher

QUESTION 153

What is the main difference between automation rules and segmentation rules?

- * Segmentation rules do not run retroactively
- * Automation rules do run retroactively
- * Automation rules run continuously, segmentation rules run once.
- * Neither will “unmatch” prospects

Automation Rules	Segmentation Rules
Offer the most comprehensive set of actions	Offer limited actions (that all deal with building lists and campaigns)
Run continuously	Run once

QUESTION 154

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

- * Link clicks
- * Page visits
- * Email opens
- * Form completions
- * Unsubscribe

QUESTION 155

What causes a sync from Salesforce to Pardot?

- * Updating a formula field in Salesforce
- * Updating a field on a Contact record that does not have an email address
- * Opening a one to one email
- * Making field changes to a Lead or Contact record

QUESTION 156

What form handler setting allows prospects to receive multiple autoresponders from form hour period?

- * Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- * Disable Visitor Activity Throttling and send autoresponder emails after every submission
- * Attribute all prospect activities to prospect record after every submission
- * Execute form handler in real time after every submission

QUESTION 157

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

QUESTION 158

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

- * Landing page submission.
- * Form submission.
- * Mapping new custom fields.
- * Opening an email.

QUESTION 159

How can you preview/test matches for automation rules before you run them?

- * Run the automation rule to see how many matches there are.
- * Use the automation preview option.
- * Create a list and see how many prospects are affected.

You can preview which prospects will be matches by your Automation Rules. After creating or editing your rules, click the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time (this is very fast for most rules – often under a minute). The preview will tell you how many prospects will be matched. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule’s actions applied to them.

QUESTION 160

LenoxSoft conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened.

What three data points can be found in the prospect’s Audits tab to help determine what updates were made?

Choose 3 answers

- * The Lifecycle Report filtered by timeframe
- * The prospect fields that were updated
- * The amount of time the prospect spent viewing the website
- * The lists that that prospect was added to or removed from
- * The data and time when a prospect was assigned

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