Question 1

Which standard dashboard shows the total submission across all Pardot landing pages in B2B Marketing Analytics?

Options:

A) Pipeline dashboard

B) Engagement dashboard

C) Account-Based Marketing dashboard

D) Multi-Touch Attribution dashboard

Answer:

B

Question 2

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

Options:

A) Landing pages

B) Form handlers

C) Forms

D) Social posts

Answer:

A, C

Question 3

Question Type: **MultipleChoice**

Which two actions can be taken once a Salesforce Opportunity syncs to Pardot? Choose 2 answers

Options:

A) Manually editing the Opportunity In Pardot

B) Referencing the Opportunity in automation rules

C) Viewing the Opportunity in Opportunity Reports

D) Manually deleting the Opportunity in Pardot

Answer:

B, C

Question 4

Question Type: **MultipleChoice**

A Pardot administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.

What is the recommended way to identify these prospects to export to .csv?

A) Create an automation rule based on product Name.

B) Create a completion action based on Product Name.

C) Create a dynamic list based on Product Name.

D) Create a segmentation rule based on Product Name.

Answer:

D

Question 5

Question Type: MultipleChoice

A Pardot administrator wants to gather a prospect's company name and Job title, but only once they have captured prospect's first name, last name and email address in a previous form submission.

Which feature should they use?

Options:

A) Progressive Profiling

B) Always display even if previously completed

C) reCaptcha

D) Dependent Fields

Answer:

A

Question 6

Question Type: MultipleChoice

A marketer receives a request to permanently delete a prospect from Pardot.

How does the marketer satisfy this request?

Options:

A) The marketer archives the prospect, but cannot permanently delete their data.

B) The marketer deletes the prospect in Salesforce, which then permanently deletes the prospect in Pardot.

C) The marketer goes to the prospect record and chooses the 'Permanently Delete'' menu option.

D) The marketer archives the prospect and then selects 'Permanently Delete' from the recycle bin.

Answer:

D

Question 7

After a prospect completes steps 1-5 of a 10 step engagement studio program, the prospect is added to one of the engagement studio program's suppression lists.

What will happen if the prospect is removed from the suppression list?

Options:

A) The prospect will begin the engagement studio program again on step 1.

B) The prospect will be also be removed from the recipient list of the program.

C) The prospect will continue on the engagement studio program onto step 5.

D) The prospect will continue on the engagement studio program onto step 6.

Answer:

D

Question 8

Question Type: MultipleChoice

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

Options:

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