



# PARDOT-SPECIALIST<sup>Q&As</sup>

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### QUESTION 1

A Pardot form is placed onto a Pardot landing page to register prospects for an upcoming tradeshow. A Pardot administrator wants to know how many unique submissions they have so far.

Which report should they check to see the number of unique submissions for the form on the landing page?

- A. Form handler report
- B. Event report
- C. Form report
- D. Landing page report

Correct Answer: D

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### QUESTION 2

How can a prospect's score be changed?

- A. Through automation rules.
- B. Through scoring model changes.
- C. Through completion actions.
- D. All of the above.

Correct Answer: D

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### QUESTION 3

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales reps. Some of these prospects are syncing with Leads In Salesforce, and some are syncing with Contacts. Each prospect should receive the email from their prospects assigned rep.

How should the Marketing Manager accomplish this?

- A. Select General User for the Sender of the email
- B. Select Assigned User for the Sender of the email
- C. Select Account Owner for the Sender of the email
- D. Select Specified User for the Sender of the email

Correct Answer: B

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#### QUESTION 4

A non-repeating automation rule has matched 100 prospects. A user pauses the automation rule, edits the rules criteria, and resumes the rule.

What would happen to the 100 prospects who previously matched the rule?

- A. The prospects will not unmatch the rule and no new actions will be applied.
- B. The actions will reapply to prospects who match the new rule criteria.
- C. The rule will unapply actions to prospects who no longer match the criteria.
- D. The prospects will be marked as unmatching the updated rule.

Correct Answer: D

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#### QUESTION 5

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score
- B. Account, Email, Profile, Score
- C. Campaign, Email, Full Name, Profile
- D. Campaign, Email, Profile, Score

Correct Answer: D



## Create Prospect

First Name

Last Name

Email\*

Company

Account No account

Website

Campaign\*

Profile\*

Assign To

Notes

Score\*

<https://static1.squarespace.com/static/54359ec1e4b0d2eefcc96bb0/t/5b930f624ae2373f8cb06bad/1536364388626/?format=500w>

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