



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

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### QUESTION 1

Which Pardot asset would an Administrator create in order to collect the information from prospects who are interested in being for an upcoming product launch?

- A. Engagement program with product launch details.
- B. Email template with a form embedded into the HTML.
- C. Landing page without a form.
- D. Landing page with a form.

Correct Answer: A

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### QUESTION 2

What would a hard bounce refer to on an email sending report?

- A. An email that is recognized, but returned to the sender because the recipient's mailbox is full.
- B. An email that is recognized, but returned to the sender because the mail server is temporarily unavailable
- C. An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.
- D. An email that permanently bounced back to the sender because the address is invalid.

Correct Answer: D

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### QUESTION 3

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Pardot Administrator take to automate this process? Choose one answer

- A. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- B. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.
- C. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
- D. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

Correct Answer: C

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#### QUESTION 4

What happens to wait when a user paused an engagement studio and the prospect still has time remaining on the wait period.

- A. The wait time is paused and the prospect will finish the remaining wait time when the program resumes and process to next step.
- B. The wait time continues to process and the prospect will immediately process to next step once the remaining wait time is fulfilled.
- C. The wait time is paused and the prospect will immediately process to next step when program resumes.
- D. The wait time continues to process and the prospect will immediately process to next step when program resumes.

Correct Answer: A

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#### QUESTION 5

How can you ensure your email doesn't get stuck in spam?

- A. Create clear calls-to-action
- B. Create mobile-friendly version of the email
- C. Create a text version of the email
- D. Remove the unsubscribe from the email
- E. Add domain keys and SPF

Correct Answer: C

-create a text version

-avoid spammy words in the email copy

-Check image to text ratio

-Add domain keys and SPF

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