Salesforce

PARDOT-SPECIALIST Exam

Salesforce Certified Pardot Specialist

Questions & Answers
Demo

Version: 16.0

Question: 1

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.
If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

A. Day 4
B. Day 3
C. Day 0
D. Day 5

Answer: B

Explanation:

Question: 2

What type of Information do rule step types look for in engagement studio programs?

A. Prospect Interest
B. Prospect behavior
C. Prospect activity
D. Prospect criteria

Answer: D

Explanation:

Question: 3

What is the difference between a visitor and a prospect?

A. A prospect has an identified email address, while a visitor does not have an identified email address.
B. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.
C. A prospect has submitted a Pardot form, while a visitor has not submitted a Pardot form.
D. A prospect has an assigned user, while a visitor does not have an assigned user.

Answer: A

Explanation:

Question: 4

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

A. Pipeline dashboard
B. Engagement dashboard
C. Account-Based Marketing dashboard
D. Multi-Touch Attribution dashboard

Answer: B

Explanation:

Question: 5

Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.

A. The Grade as it includes personal information about the prospect.
B. The Profile as It reflects LenoxSoft's ideal customer.
C. The Campaign as it references the prospect's first touch point.
D. The Score as it shows activities taken by the prospect.

Answer: D