

CRT-160^{Q&As}

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QUESTION 1

our client has two brands under one Pardot account with two different websites. Each website is managed by a separate marketing team and targets a different customer base. They have the following requirements for each brand:

*

Track Visitor activity on each website individually

*

Segment prospects by specific product page views

Based on the two above requirements, what should be your first steps in Pardot?

A.

Create one campaign and setup an automation rule with the criteria of Page View and an action of "Add tag"

B.

Create a custom redirect linking to each product page with an action of "Add Tag" and filter the visitor report by the tag.

C.

Create two campaigns and add a page action for each product page on both website with an action of "add tag".

D.

Create one campaign and add a page action to each product page on both websites with an action of "add tag".

Correct Answer: C

QUESTION 2

Which Salesforce field type is unsupported for syncing with Pardot?

A. Lookup

B. Picklist

C. Number

D. Formula

Correct Answer: A

QUESTION 3

Why would you create a custom layout template for a landing page?

- A. You need to use the drag-and-drop builder to style your landing page.
- B. You have pre-existing HTML you want to use to style your landing page.
- C. You need the custom layout template to be able to track landing page views.
- D. The custom layout template contains the landing page's copyright information and must be included.

Correct Answer: B

QUESTION 4

A prospect was created in Pardot three months ago with the Pardot campaign "New prospects." The same prospect then matches an automation rule to changes the Pardot campaign to Demo Request Form.

Will the prospect campaign change?

- A. No, the prospect's campaign will NOT change.
- B. Yes, but the prospect's "New Prospects" campaign will be recorded in the Source field.
- C. No, but "Demo Request Form" campaign will be added to the Notes field.
- D. Yes, the prospect's campaign will change to "Demo Request Form."

Correct Answer: B

QUESTION 5

In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record? Choose 2 answer

- A. Shared tracking pixel
- B. Shared email address
- C. shared CRM ID
- D. Shared Assigned User ID

Correct Answer: BC

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