

CRT-160^{Q&As}

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QUESTION 1

Which two events can set a prospect's Pardot campaign? Choose 2 answers

- A. The Google Ads connector is configured to create and associate to Pardot campaigns
- B. A page action fires to associate the prospect to a campaign
- C. The Google Analytics connector is configured to create and associate to Pardot campaigns
- D. A prospect matches dynamic list criteria

Correct Answer: BC

QUESTION 2

Your client has very specific lead qualification that has to be met before assigning prospects to an inside sales rep:

*The prospects must be located in Texas or California

*The prospects must submit their Request a demo form.

When those two criteria are met they want to automatically assign the prospects to a inside sales rep.

State is a required field on the Request a demo form.

How would you have your client automate the assignment?

- A. Run an automation rule to assign based on the ?Request demo ?Submission and prospect status field
- B. Run completion Action on form Request a demo with action assign to user
- C. Run completion Action on form Request a demo with action notify Admin
- D. Export the submission report and Import

Correct Answer: A

QUESTION 3

Describe the limitations the Salesforce connector has with a Salesforce Sandbox Account:

- A. Only one CRM Connector at a time
- B. You can only access leads with the Salesforce Sandbox Account
- C. You can only install the sandbox with a Pardot Training Environment
- D. Can't wipe or delete data from Pardot. Will remain in the recycle bin.

Correct Answer: AD

QUESTION 4

Your Clients would like to set custom scoring based on event attendance. What scoring options are available through the Pardot Connectors?

- A. Webinar: Attended/Noshow/Registered and Event: Checked In/Registered
- B. Webinar and Event Registrations and Attendance
- C. Only Webinar and Event Attendance
- D. Webinar and Event Invites, Registrations, and Attendance

Correct Answer: A

QUESTION 5

Which two list types can be used as a recipient list on a list email send? Choose 2 answers

- A. Static list
- B. Dynamic list
- C. Test list
- D. Archived list

Correct Answer: AB

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