

CRT-160^{Q&As}

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QUESTION 1

A page view will cause a prospect record to sync between Pardot and your CRM - Choose all that apply.

- A. True, if that action is set to adjust the prospect score.
- B. True, if that action is NOT set to adjust the prospect score.
- C. False, if that action is NOT set to adjust the prospect score.
- D. False, if that action is set to adjust the prospect score.

Correct Answer: AC

QUESTION 2

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn't be able to get added back to it.

What is a recommended way to create this type of list?

- A. Use a completion action on the form to automatically add anyone who completes it to the list.
- B. Use a dynamic list that matches prospects as they complete the form.
- C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.
- D. Use table actions to add prospects who have completed the form to the list.

Correct Answer: B

QUESTION 3

Which two list types can be used as a suppression list on an email send? (Choose two answers.)

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

Correct Answer: AB

QUESTION 4

Where can you get insight into how a form on a Pardot landing page is performing?

- A. Form Statistics Table
- B. Form Report
- C. Form Submission Report
- D. Landing Page Report

Correct Answer: D

QUESTION 5

What does the Google Analytics connector allow Pardot to do?

- A. Sync prospects with Google AdWords.
- B. Send emails to prospects from Gmail.
- C. Update the conversion field in Google Analytics.
- D. Append UTM parameters to a prospect record.

Correct Answer: D

QUESTION 6

Pardot sync with Salesforce in batches of

- A. 100
- B. 200
- C. 500
- D. 600

Correct Answer: B

QUESTION 7

What information can you find about your competitors in Pardot (select all that apply)?

- A. Alexa Rank
- B. BBB score
- C. News article mentions
- D. Number of Inbound Links
- E. Number of Indexed Pages

Correct Answer: ADE

QUESTION 8

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 9

What causes a sync from Salesforce to Pardot?

A. Updating a formula field in Salesforce

B. Updating the record's assigned owner

C. Prospect opens one to one email

D. Updating a field on a contact record that does not have an email address

Correct Answer: B

QUESTION 10

What is true about page actions? [Choose three answers]

- A. You can define a page to be a priority page to highlight the activity to Sales reps and other users.
- B. It is possible to use URL wildcard by adding * to the end of the URL.
- C. You cannot use auto responder emails with page actions.
- D. You cannot set the prospect's source campaign with page actions.

Correct Answer: ABC

QUESTION 11

You just returned from a trade show. You have 300 new leads that you met at the show and you want to enter them into Pardot and send them a follow up list email. How do you set this up?

- A. Create both a campaign and a list for the prospects
- B. Create a campaign
- C. Create a list
- D. Create a campaign and an automation rule

Correct Answer: A

QUESTION 12

The marketing team you consult with wants to assign prospects to a sales user when the prospects meets at least one of the following criteria:

*

Successfully complete a "Request a Quote" form, OR

*

Has a score above 175 and a grade above B+ Which assignment model will best achieve their goals?

- A.
Automation rule match Any
- B.
Automation rule match All
- C.
Completion Action

D.

Page Action

Correct Answer: A

QUESTION 13

Why is a reCAPTCHA displayed when I did not choose to display it?

- A. At form submission Pardot pings a database of known spammers and when a match is found automatically displays a reCAPTCHA.
- B. At form submission Pardot pings a database of known prospects and when a match is found automatically displays a reCAPTCHA.

Correct Answer: A

QUESTION 14

What visitor views are available on the Visitor\''s table?

- A. Deleted Visitors
- B. All Visitors
- C. Identified Visitors
- D. Active Visitors

Correct Answer: BCD

QUESTION 15

What do Sales users have access to in Pardot?

- A. Access to prospects and ability to send list emails only
- B. Access to prospects and ability to send 1:1 emails
- C. Access to prospects only
- D. Access to prospects, emails and landing pages

Correct Answer: B

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