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Q&A

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Exam : **Pardot Specialist**

Title : Salesforce Certified Pardot Specialist (SU21)

Version : DEMO

1.There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.
What automatic workflow can be created to prevent them from getting assigned?
A. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
B. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
C. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
D. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
Answer: A

2.An engagement studio action step is scheduled to send an email on March 20th.
What should happen to the prospects who reach this step after that scheduled day?
A. A prospect arriving after the send date will remain on the step until a new send date is set
B. A prospect arriving after the send date will skip the Send Email step.
C. A Prospect arriving after the send date will be removed from the program.
D. A ProsPect arriving after the send date will be sent the email.
Answer: D

3.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

4.You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record.
A. True
B. False
Answer: A

5.An engagement studio program is enabled to repeat. The prospects are eligible to repeat after one day and can repeat three times.
If a prospect remains on the program recipient list, what would happen to that prospect once they hit the End step after processing through the program once?
A. The prospect will start the program over at the beginning after waiting one day.
B. The prospect will not restart the program; prospects can only process through once.
C. The prospect will start the program over at the beginning immediately.
D. The prospect will not restart the program; they have reached the maximum number of repeats.
Answer: A