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# Question 1

LenoxSoft uses a custom account field in Salesforce and wants to use it for segmentation in Pardot.

What should an administrator do to be able to use the custom field in Pardot?

## Options:

**A)** Edit an existing default account field m Pardot and map it to the account file m Salesforce.

**B)** Make no changes. Only default account fields can sync to Pardot.

**C)** Create a custom account field in Pardot and map it to the account field in Salesforce.

**D)** Map the account field in Salesforce to a contact field that is already syncing with Pardot.

## Answer:

C

# Question 2

A Pardot administrator wants to ensure that only a prospects company email address with the format of "name@companyname.com' is captured on their form.

Which data format is recommended for the email field?

## Options:

**A)** Text

**B)** Email with valid server

**C)** Emails not from ISPs and free email providers

**D)** Email

## Answer:

C

# Question 3

**Question Type: MultipleChoice**

LenoxSoft wants to create a Pardot landing page that matches the exact look and feel of their website. Which method would produce the closest results?

## Options:

**A)** Use a stock layout provided in Pardot

**B)** Use above form and below form content to create the layout

**C)** Embed the campaign tracking code on their website

**D)** Import layout using a URL from their website

## Answer:

D

# Question 4

**Question Type: MultipleChoice**

LenoxSoft wants to understand how many different prospects registered for their most recent webinar. Which Pardot form report metric should be reviewed?

## Options:

**A)** Total Submissions

**B)** Conversions

**C)** Total clicks

**D)** Unique Submissions

## Answer:

D

# Question 5

**Question Type: MultipleChoice**

What must be true for a Salesforce Opportunity to sync to Pardot?

## Options:

**A)** The Opportunity must have the 'Pardot' record type.

**B)** The Opportunity must be sourced by Pardot marketing activities.

**C)** The Opportunity must have a Contact Role that is syncing to a prospect in Pardot

**D)** The Opportunity must be created by a Sales user who is also a user in Pardot.

## Answer:

D

# Question 6

**Question Type: MultipleChoice**

LenoxSoft enabled the 'Always Display Form After Submission' setting on their Pardot form.

What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

## Options:

**A)** The prospect would receive an error message.

**B)** The form would be displayed on the page once again.

**C)** The prospect would be redirected to a thank-you page.

**D)** The thank-you content would continue to be shown.

## Answer:

B

# Question 7

**Question Type: MultipleChoice**

A Pardot user sends out a list email and notices that as a result of the email send, many prospects are now marked as 'Do Not Email'. What metrics in the list email report could help the Pardot user understand how these prospects may have become unmailable?

## Options:

**A)** Total Sent and Suppression Rate

**B)** Click-Through Rate and Soft Bounces

**C)** Tracker Domain Verification and Open Rate

**D)** Total Opt Outs and Hard Bounces

# Question 8

**Question Type: MultipleChoice**

A LenoxSoft marketer selects the option 'Redirect the prospect instead of showing the form's Thank You Content' when new Pardot landing page.

What would be the expected behavior when a prospect submits a form designed to show Thank you Content?

**Options:**

**A)** The prospect will continue to see the form upon submission

**B)** The discrepancy between the two assets will cause an error

**C)** The prospect will be redirected to another webpage

**D)** The form's Thank You Content will still display

**Answer:**

C

# Question 9

What causes a sync from Salesforce to Pardot?

## Options:

**A)** Updating a formula field in Salesforce

**B)** Updating a field on a Contact record that does not have an email address

**C)** Opening a one to one email

**D)** Making field changes to a Lead or Contact record

## Answer:

D

# Question 10

LenoxSoft has a Pardot form titled "Request a Demo' on their external website.

Which Pardot report should they use to see how many views their form has received?

## Options:

**A)** Conversions Report

**B)** Landing Page report

**C)** Form Handler Report

**D)** Form Report

## Answer:

B