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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

