

# QUESTIONS & ANSWERS

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**Salesforce**

# CRT-160

*Salesforce Certified Pardot Specialist*



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Question: 57

An Administrator imported a list of trade show attendees and added them all to the same Pardot campaign. A few months later, the Administrator wants to pull a one-time list of these attendees. How should this be accomplished?

- A. Run a segmentation rule based on the Pardot campaign.
- B. Look for the original list based on the Pardot campaign.
- C. Run a dynamic list based on the Pardot campaign.
- D. Run an automation rule based on the Pardot campaign.

Answer: A

Question: 58

A Marketing Manager meets a new customer at an event. How can they create that new customer as a prospect in Pardot?

- A. Create a new lead in Salesforce without an email address.
- B. Add the prospect's first name and last name to a CSV file and import that into Pardot.
- C. Take a picture of their business card and upload it into Pardot.
- D. Have the prospect submit a form with their name and email address.

Answer: C,D

Question: 59

Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited the pricing page. Which automation tool would best achieve this?

- A. Create a special campaign to track pricing page views.
- B. Create a Page Action set to Tag prospects as having viewing it and add them to a list.
- C. Create a Form with a Completion Action to send a pricing sheet.
- D. Create a Dynamic List based on page view to segment automatically.

Answer: B

Question: 60

Which two events trigger a prospect record to sync from Pardot to Salesforce? (Choose two answers.)

- A. Landing page submission.
- B. Form submission.
- C. Mapping new custom fields.
- D. Opening an email.

Answer: B,C

Question: 61

What is the process to add a prospect who visits a pricing page to a list?

- A. Create a page action
- B. Create a segmentation rule
- C. Use a Tag
- D. Create an automation rule

Answer: A

Question: 62

Which Pardot function should be used to track prospect engagement on a banner ad on a third-party site?

- A. Page action
- B. Custom redirect
- C. Campaign tracking code
- D. Landing page

Answer: B

Question: 63

On which two types of domains does Pardot set cookies? (Choose two answers.)

- A. Pardot domains
- B. Tracker domains
- C. Mobile domains
- D. Social media domains

Answer: A,B

Question: 64

What is the fastest way for an Administrator to create a one-time of prospects who match specific criteria?

- A. Use a dynamic list.
- B. Use a completion action.
- C. Use an automation rule.
- D. Use a segmentation rule.

Answer: D

Question: 65

How is an active visitor different from an identified visitor?

- A. An active visitor is identified by Pardot after visiting a web page.
- B. An active visitor is identified by Pardot after visiting a web page and are NOT ISPs.
- C. An active visitor visited two or more pages regardless of identification.
- D. An active visitor visited two or more pages and have been identified.

Answer: C

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