



1. When a visitor converts, what gets carried across to a new prospect's record?

- a) Custom redirect links
- b) Tags
- c) Visits
- d) All of the above
- e) None of the above

c) Visits

2. By filtering the visitor table by 'Identified Visitors', you will be able to view:

- a) All visitors with identified first name and last name
- b) All visitors with identified companies
- c) All visitors with identified tracking
- d) All visitors with identified opportunities

b) All visitors with identified companies

3. Pardot tracks visitor and prospect activities on your website and landing pages by setting \_\_\_\_ on their browsers.

- a) Pardot tracking code
- b) Visitor session
- c) Opt-in preferences
- d) Cookies

d) Cookies

4. How can you manually convert a visitor to a new or existing prospect?

- a) Create / Match
- b) New / Match
- c) Create / Associate
- d) New / Associate

c) Create / Associate

5. Which are the most common ways an anonymous visitor converts to a prospect? (select 3)

- a) Submits a Pardot form that is in an iframe on your web page
- b) Clicks a tracked link on a Pardot Landing Page
- c) Submits a form on your site that's connected to a Pardot form handler
- d) Clicks a tracked link on your webpage

a) Submits a Pardot form that is in an iframe on your web page

c) Submits a form on your site that's connected to a Pardot form handler



e) Clicks a tracked link from a Pardot email

e) Clicks a tracked link from a Pardot email

6. What information can you see on a visitor record? (select 3)

- a) Number of visits
- b) Number of form submissions
- c) Number of page views
- d) Hostname
- e) Email address

- a) Number of visits
- c) Number of page views
- d) Hostname

7. What information is required when creating prospects manually?

- a) Full name, Account, email, campaign
- b) Email, full name, Score, profile
- c) Email, full name, Score, profile
- d) Email, full name, company, campaign

- c) Email, full name, Score, profile

8. Which are values you could find in a Prospect's Audit? (select 3)

- a) Prospect undeleted
- b) Form error
- c) Prospect standard field change
- d) Prospect Webinar Sync
- e) Campaign error
- f) Reassignment by CRM

- b) Form error
- d) Prospect Webinar Sync
- f) Reassignment by CRM

9. What are the differences between dynamic and static lists? (select 2)

- a) Static list membership can be amended
- b) Dynamic list membership can be amended
- c) Static lists update continuously
- d) Dynamic lists update continuously

- a) Static list membership can be amended
- d) Dynamic lists update continuously

10. When would you use a suppression list?

- a) To delete prospects



- b) To prevent prospects from receiving an email
- c) To move prospects from Pardot and into Salesforce
- d) To hide prospects from the main prospect list

b) To prevent prospects from receiving an email

11. How do you provide remote access to Pardot employees?

- a) By visiting the Pardot Advocates page
- b) By hovering over the person icon, and clicking on 'Grant Access'
- c) By phoning support
- d) By emailing your account manager

b) By hovering over the person icon, and clicking on 'Grant Access'

12. What can a user do when assigned the 'Marketing' user role? (select 2)

- a) Can create lists, forms, landing pages
- b) Only able to view and edit prospects assigned to them
- c) Can create and edit users
- d) Can send list emails
- e) Can access Domain Management, including modifying vanity URLs

a) Can create lists, forms, landing pages  
d) Can send list emails

13. How would you find out the verified sending domains for your Pardot account?

- a) Admin → Domain Management
- b) Admin → Overview
- c) Settings → Domain Management
- d) Settings → Verified Domains

a) Admin → Domain Management

14. When editing Tracking Opt-in Preferences, what are you able to change? (select 2)

- a) The style and position of the banner
- b) The tracking banner options (Yes/No)
- c) Which countries you request opt-in for
- d) Which IP ranges you request opt-in for

a) The style and position of the banner  
c) Which countries you request opt-in for

15. What does the 'Active Prospects for Review' table display?

- a) up to five assigned and marked as reviewed and have been active

c) up to five assigned or marked as reviewed and have been active



- b) Up to ten assigned and marked as reviewed and have been active
- c) up to five assigned or marked as reviewed and have been active
- d) Up to ten assigned or marked as reviewed and have been active

16. How many social media accounts can be linked per pardot account?

- a) 1 per social media channel
- b) Varies depending on the social media channel; some have a limit, others are unlimited
- c) Depends on the volume of social posts
- d) As many as you want

17. What can you track from the social media connectors within Pardot?

- a) link clicks, shares, comments, retweets, and likes.
- b) link clicks, replies, comments, retweets, and likes.
- c) link clicks, replies, direct messages, retweets, and likes.
- d) link clicks, replies, impressions, comments, and likes.

18. What does the AddThis Connector do?

- a) Social listening; identifying brand mentions on social media
- b) Track prospects on their own social media accounts
- c) Encourage prospects to share content on their own social media accounts
- d) Add prospects captured by forms to Pardot faster

19. Why is SPF and DomainKey setup necessary?

- a) For email authentication
- b) For user to access their account securely outside the trusted IP
- c) To enable single sign on (SSO) between Salesforce and Pardot
- d) To make your Pardot Landing Pages secure

20. Which webinar tools are listed as official connectors by Pardot?  
(select 3)



- a) Zoom
- b) Webex
- c) On24
- d) ReadyTalk
- e) GoToWebinar

- b) Webex
- d) ReadyTalk
- e) GoToWebinar

21. You can create Pardot custom fields for which objects?

- a) Prospects, Prospect accounts, Opportunities
- b) Pardot contacts, Pardot accounts, Opportunities, Custom Objects
- c) Pardot contacts, Pardot accounts, Opportunities
- d) Prospects, Prospect Accounts, Opportunities, Custom Objects

- d) Prospects, Prospect Accounts, Opportunities, Custom Objects

22. What do you need to have in order to map a Pardot field with a Salesforce field

- a) Salesforce field name
- b) Salesforce field ID
- c) Salesforce field value
- d) Salesforce field type

- a) Salesforce field name

23. If you delete a campaign, the prospects associated with that campaign will:

- a) Get deleted too
- b) Get sent to the recycle bin
- c) Remain in Pardot tagged with that campaign
- d) Remain in Pardot tagged with the Default Campaign

- c) Remain in Pardot tagged with that campaign

24. What two configurations are required on the Salesforce side in order to map a Pardot custom field?

- a) Create custom lead field
- b) Map custom lead field
- c) Create new lead record type
- d) Create a new lead permission

- a) Create custom lead field



25. Which are the only things that will not go to the recycle bin when deleted (therefore are permanently deleted)?

- a) Custom redirects
- b) Draft emails
- c) Email templates
- d) Tags
- e) Lists
- f) PDF files

26. What can you set limits for on for users? (select 3)

- a) Limit prospect imports
- b) Limit prospect exports
- c) Limit no. prospect deleted manually
- d) Limit no. prospect created manually
- e) Limit no. emails sends

27. What types of Facebook pages can you post to via Pardot social posting? (select 2)

- a) Instagram linked pages
- b) Personal pages
- c) Video pages
- d) Company pages

28. What is the best way to track engagement with a banner ad displayed on a 3rd party web page?

- a) Tracking code
- b) Custom redirect
- c) Page Actions
- d) Scoring Category

29. What metrics are collected in Pardot campaign reporting? (select 3)

- a) Revenue per Opportunity
- b) Cost per Opportunity
- c) Cost per Prospect
- d) Opportunities per Prospect



- c) Prospects per Opportunity
- d) Cost per Interaction
- e) Cost per Prospect
- f) Opportunities per Prospect

30. If a prospect or visitor has failed to complete all required form fields in a form more than once, subsequent errors are deducted from the “total errors” number. Which form reporting metric does this apply to?

c) Failed submissions

- a) Deducted errors
- b) Unique views
- c) Unique errors
- d) Failed submissions

31. What native Pardot Form feature should you use if you want to collect information from tradeshow/event attendees, by using the same device?

- a) Not you?
- b) reCAPCHA
- c) Kiosk/data entry mode
- d) Completion Actions

c) Kiosk/data entry mode

32. How would you change the campaign for multiple prospects at once?

- a) By editing each prospect record
- b) By adding to a list and changing the campaign from there
- c) By resuming an Automation rule
- d) By filtering the Prospect List by a Tag

c) By resuming an Automation rule

33. There is an automation rule in place that will assign a prospect when their score reaches 100.

However, you want to prevent prospects that have been inactive for 6 months from being assigned by decaying their score to zero. How do you do this?

b) Create an automation rule and an action to decay their score



- a) Create a completion action with an action to decay their score
- b) Create an automation rule and an action to decay their score
- c) Create a completion action with a 'Do not assign' action
- d) Create an automation rule with a 'Do not assign' action

34. When would you use an Automation Rule over a segmentation rule? (select 2)

- a) When you want to run an automation that is not a list segmentation
  - b) When you want to run the rule more than once
  - c) When you want to run an automation in real-time
  - d) When you want to push Prospect information to Salesforce as a one-time action.
- b) When you want to run the rule more than once
  - c) When you want to run an automation in real-time

35. Which of the following statements is true?

- a) An automation rule will only affect a prospect one time
  - b) An automation rule will never "un-match" prospects if they no longer meet a rule's criteria
  - c) An automation rule does not apply actions retroactively
  - d) An automation rule can only be applied to mailable prospects
- b) An automation rule will never "un-match" prospects if they no longer meet a rule's criteria

36. Which automation would you need to pull a one-time list from a campaign several months after it launched?

- a) Select prospect records from the Prospect Table and select 'Add to list'
  - b) Create a dynamic list with the correct campaign criteria
  - c) Run a completion action
  - d) Segmentation rule
- D) Segmentation rule

37. What kind of content can you apply completion actions for? (select 2)

- a) PDF Files
  - b) JPEG images
  - c) Javascript files
  - d) Custom Redirects
- a) PDF Files
  - d) Custom Redirects



e) Dynamic Content

38. What are the main components when creating an Automation Rule? (select 3)

- a) Match type
- b) Rule group
- c) Rule set
- d) Action
- e) Workflow

- a) Match types
- b) Rule group
- d) Action

39. Which of the following prospect activities can increase or decrease a prospect's score? (select 3)

- a) Email unsubscribe
- b) Landing page error
- c) Email open (X)
- d) Custom redirect click
- e) Form view

- b) Landing page error
- c) Email open
- d) Custom redirect click

40. How can you edit the baseline scoring model? (select 2)

- a) By going to Admin → Automation Settings → Scoring
- b) By going to Marketing → Segmentation → Scoring
- c) By adding an 'Adjust Score' completion action
- d) By adding an 'Adjust Score' segmentation rule

- a) By going to Admin → Automation Settings → Scoring
- c) By adding an 'Adjust Score' completion action

41. How do you activate scoring in Pardot?

- a) By going to Admin → Automation Settings → Scoring
- b) By going to Marketing → Segmentation → Scoring
- c) By clicking 'Enable Scoring' in account setting
- d) Nothing, scoring is enabled by default

- d) Nothing, scoring is enabled by default

42. Changes to the baseline scoring model are applied:

- a) Retroactively; changes will be made for all visitors and prospects based on their past activities
- b) Retroactively; changes will be made for all prospect based on their past activities

- b) Retroactively; changes will be made for all prospect based on their past activities



- c) Not retroactive; changes will be made for all visitors and prospects based on any activities going forward
- d) Not retroactive; changes will be made for all prospects based on any activities going forward

43. Which tab of the Email Wizard would you go to in order to 'Enable Prospect Preview'?

- a) Build
  - b) Test
  - c) Report
  - d) Send
- b) Build

44. Which of the following are metrics collected on a Pardot email report? (select 2)

- a) Total Queued
  - b) Bounce Rate
  - c) HTML Open Rate
  - d) Unique opt-outs
- a) Total Queued  
c) HTML Open Rate

45. How is the email reporting metric 'Total Delivered' calculated?

- a) Total number of sent, minus hard and soft bounces
  - b) Total number of opened, minus hard and soft bounces
  - c) Total number of sent, minus hard bounces
  - d) Total number of sent, minus opt-outs
- a) Total number of sent, minus hard and soft bounces

46. Which email type can you set completion actions on?

- a) Autoresponder emails
  - b) Engagement emails
  - c) System emails
  - d) List emails
- d) List emails

47. You have an Engagement Studio program that starts with a dynamic list. A prospect completes stages 1 & 2, then no longer matches the criteria set on the dynamic list. A month later, they match the dynamic list criteria once again. What happens?

- a) The prospect starts the program from the beginning again
- c) The prospect goes back in and continues through stage 3



- b) The prospect goes back in and repeats stage 2
- c) The prospect goes back in and continues through stage 3
- d) The prospect does not rejoin the program

48. Which of the following can you use as a rule in Engagement Studio? (select 2)

- |                                    |                                    |
|------------------------------------|------------------------------------|
| a) Pardot Campaign is...           | a) Pardot Campaign is...           |
| b) Assigned to Salesforce Queue... | b) Assigned to Salesforce Queue... |
| c) Pardot Status is deleted        |                                    |
| d) Prospect standard field is....  |                                    |

49. Which of the following can you use as a trigger in Engagement Studio?

- |                                    |                        |
|------------------------------------|------------------------|
| a) Assigned to Salesforce Queue... | b) Email link click... |
| b) Email link click...             | c) File Download...    |
| c) File Download...                |                        |
| d) Score Adjusted...               |                        |

50. Why should you primarily use Engagement Studio?

- |                                                  |                       |
|--------------------------------------------------|-----------------------|
| a) For mass emailing                             | b) For lead nurturing |
| b) For lead nurturing                            |                       |
| c) For sales team to qualify leads               |                       |
| d) For social listening on social media channels |                       |

51. Which statement describes the implications of pausing an Engagement Flow on Wait steps?

- |                                                                                                                                      |                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| a) A prospect will continue to progress through the wait period, and will continue to the next step when the program is resumed.     | d) A prospect will not continue to progress through the wait period, and will continue the wait step when the program is resumed. |
| b) A prospect will continue to progress through the wait period, and will continue the wait step when the program is resumed.        |                                                                                                                                   |
| c) A prospect will not continue to progress through the wait period, and will continue to the next step when the program is resumed. |                                                                                                                                   |
| d) A prospect will not continue to progress through the wait period, and will continue the wait step when the program is resumed.    |                                                                                                                                   |



52. If you embed a Pardot form on a Pardot Landing page, which report would you look at for submissions?

- a) Form template report
- b) Landing page template report
- c) Form report
- d) Landing page report

d) Landing page report

53. Why should you use a Pardot Landing Page?

- a) Because you don't need to collect additional information from prospects
- b) To increase conversions with a specific product/service proposition
- c) Because you hate the design of your website
- d) Because your website has poor SEO ranking

b) To increase conversions with a specific product/service proposition

54. What Pardot feature would you use to test Landing Page versions to find the most successful?

- a) Landing Page Render Tests
- b) A/B Testing
- c) Landing Page Optimiser
- d) Multivariate Tests

d) Multivariate Tests

55. Which Social Media platforms can be connected with Pardot?

- a) Facebook
- b) Instagram
- c) Twitter
- d) LinkedIn
- e) Whatsapp

a) Facebook  
c) Twitter  
d) LinkedIn

56. What causes/triggers a sync with Salesforce?

- a) Contact owner updated
- b) Email address was added after the record was created
- c) Formula field updated
- d) Opportunity stage updated

a) Contact owner updated  
b) Email address was added after the record was created



57. What ties a prospect record with a Lead/Contact record in Salesforce ie. what do they have in common? (select 2)

- a) Shared email address
- b) Shared Prospect Account
- c) Shared record ID
- d) Shared assigned user

- a) Shared email address
- c) Shared record ID

58. How many Salesforce Connectors can you have verified at once?

- a) 1
- b) 2
- c) 3
- d) 4

- a) 1

59. How can you check if the Salesforce contact record is syncing with Pardot?

- a) The 'Synced with Pardot' checkbox is checked
- b) The Pardot URL field has a value
- c) By opening the 'Pardot Sync' tab on the record
- d) By checking for a CRM Sync activity on the Contact's activity log

- b) The Pardot URL field has a value

60. Which Pardot user role do you need to be the connector user?

- a) Sales
- b) Sales Manager
- c) Marketing
- d) Administrator

- d) Administrator

61. How would you begin setting up the Salesforce Connector for Pardot?

- a) Install the Pardot AppExchange Package in Salesforce before creating the connector in Pardot.
- b) Enable the Pardot Object in Salesforce before creating the connector in Pardot.
- c) Install the Pardot AppExchange Package in Salesforce after creating the connector in Pardot.

- a) Install the Pardot AppExchange Package in Salesforce before creating the connector in Pardot.

- d) Enable the Pardot Object in Salesforce after creating the connector in Pardot.

62. Which report would you look at to find out Marketing Velocity?

- a) Monthly cohort report
- b) Dashboard graph
- c) Prospect activity report
- d) Prospect Lifecycle report

d) Prospect Lifecycle report

### **About The DRIP**

The DRIP is a Salesforce Marketing Automation blog with fresh content on Pardot administration, certifications and consultant tips & tricks to automate your marketing to the full. On the blog, you will find mountains of resources to get you closer to passing - [visit today](#).