

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



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- 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

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

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

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

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

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

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

- b) To prevent prospects from receiving an email

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

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

- a) Admin → Domain Management

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

- 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.
- b) link clicks, replies, comments, retweets, 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
- c) Encourage prospects to share content on their own social media accounts

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
- a) For email authentication

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



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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
- d) Tags

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
- a) Limit prospect imports
- b) Limit prospect exports
- c) 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
- b) Personal pages
- d) Company pages

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

b) Custom redirect

- 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
- b) Cost per Opportunity
- e) Cost per Prospect
- f) 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...
- b) Assigned to Salesforce Queue...
- c) Pardot Status is deleted
- d) Prospect standard field is....
- a) Pardot Campaign is...
- b) Assigned to Salesforce Queue...

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

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

50. Why should you primarily use Engagement Studio?

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

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.
- 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.
- 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



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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.



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- 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](#).

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