

## PARDOT-SPECIALIST<sup>Q&As</sup>

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#### **QUESTION 1**

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.

If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

Α.	Day	4

B. Day 3

- C. Day 0
- D. Day 5

Correct Answer: B

#### **QUESTION 2**

None of the above

Email, First Name, and Last Name are required fields in order for GoToWebinar to register a new user to an event.

A. True

B. False

Correct Answer: B

When creating a Pardot form to register a prospect for a webinar, you must, at a minimum, include these three required fields to successfully register the prospect for a webinar.

#### **QUESTION 3**

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.

Correct Answer: C

#### **QUESTION 4**



What step type should be used in engagement studio if a user wants to branch prospects down two paths based on actions taken on a marketing asset?

- A. Rule
- B. Wait
- C. Trigger
- D. Action

Correct Answer: D

#### **QUESTION 5**

An administrator wants to create a dynamic list of all prospects who have accessed a certain file have a specific value, but there are more prospects than anticipated in the preview.

What could be happening?

- A. Field value is not mapped.
- B. This is not possible with dynamic lists.
- C. Match Type is set to "Match Any."
- D. Match type is set to "Match All."

Correct Answer: B

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