Salesforce DX Specialist

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?

A. Day 4

B. Day 3

C. Day 0

D. Day 5

Answer(s): A

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2. What type of Information do rule step types look for in engagement studio programs?

A. Prospect Interest

B. Prospect behavior

C. Prospect activity

D. Prospect criteria

Answer(s): D

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3. What is the difference between a visitor and a prospect?

A. A prospect has an identified email address, while a visitor does not have an identified email address.

B. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.

C. A prospect has submitted a Pardot form, while a visitor has not submitted a Pardot form.

D. A prospect has an assigned user, while a visitor does not have an assigned user.

Answer(s): C

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4. 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(s): B

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5. Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.

A. The Grade as it includes personal information about the prospect.

B. The Profile as It reflects LenoxSoft's ideal customer.

C. The Campaign as it references the prospect's first touch point.

D. The Score as it shows activities taken by the prospect.

Answer(s): D

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6. A user is experiencing errors when trying to save their email. What three items should they check for in order to successfully save their email draft? Choose 3 answers

A. The email contains a text version

B. The email contains at least one variable tag

C. The email uses dynamic content

D. The email designates a general or specific sender

E. The email contains an unsubscribe link

Answer(s): A D E

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7. By default, which two objects does Pardot write to in Salesforce? Choose 2 answers

A. Case records

B. Opportunity records

C. Contact records

D. Lead records

E. Account records

Answer(s): C D

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8. A designer wants to apply LenoxSoft's styling to assets in Pardot. Which two assets can they control CSS styling for In Pardot'
Choose 2 answers

A. Landing pages

B. Form handlers

□ C. Forms

□ D. Social posts

Answer(s): A C

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9. What is one way a sales rep can convert a visitor to a prospect?

A. The sales rep gives the visitor a phone call.

B. The sales rep increases the visitor s score to 100.

C. The sales rep manually associates the visitor with a prospect.

D. The sales rep walks the visitor through a demo.

Answer(s): C

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10. LenoxSoft's Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren't being counted in the list email report.
Based on this link's format, why wouldn't it have been re-written for tracking?

A. The link should start with http or https to be automatically re-written.

B. The link should contain a wildcard to be automatically re-written.

C. The link should point to go.pardot com to be automatically re-written.

D. The link should be populated with variable tags to be automatically re-written

Answer(s): A

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11. LenoxSoft conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened. What three data points can be found in the prospect's Audits tab to help determine what updates were made?
Choose 3 answers

- [ ] A. The Lifecycle Report filtered by timeframe

- [ ] B. The prospect fields that were updated

- [ ] C. The amount of time the prospect spent viewing the website

- [ ] D. The lists that that prospect was added to or removed from

- [ ] E. The data and time when a prospect was assigned

Answer(s): C D E

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12. A new automation rule is created.
What action is required for prospects to begin matching that automation rule?

A. Resume the rule after saving

B. Sava the rule without any additional action

C. Schedule the rule to run before saving it

D. Preview the rule before saving it

Answer(s): D

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13. Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?

A. Total submissions

B. Unique submissions

C. Conversions

D. unique clicks

Answer(s): C

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14. A form is used to capture prospect data for a yearly conference. The form needs to add prospects to a list after the submit, but it should not retroactively apply actions to prospects that have already filled out the form.

What automation tool would effectively achieve this goal?

A. Use a segmentation rule to add prospects to a list

B. Use a dynamic list to add prospects to a list

C. Use a completion action to add prospects to a list

D. Use an automation rule to add prospects to a list

Answer(s): C

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15. LenoxSoft has an engagement studio program within a recipient list and a suppression list. A prospect is a member of both the recipient list and the suppression list. In which scenario would a prospect be able to receive the emails in the program?

A. The prospect is marked as optad out.

B. The prospect is removed from the recipient list

C. The prospect is removed from the suppression list

D. The prospect is removed from both the suppression list and the recipient list.

Answer(s): C

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16. LenoxSoft's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked.

What insight does this report provide the template designer?

A. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email

B. High click rates indicates that the email subject line should be the focus of the email content.

C. Low click rates encourage the user to optimize content or link placement in other email sends.

D. High open rates indicates that prospects are interacting with the content.

Answer(s): C

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17. Which two actions can be taken once a Salesforce Opportunity syncs to Pardot? Choose 2 answers

☐ A. Manually editing the Opportunity In Pardot

☐ B. Referencing the Opportunity in automation rules

☐ C. Viewing the Opportunity in Opportunity Reports

☐ D. Manually deleting the Opportunity in Pardot

Answer(s): A B

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18. An administrator includes a link to a file on a web page that the company does NOT own on the company website.
What is the best way to be able to track the number of visitors who access this file?

A. Pardot form

B. Pardot tacking code

C. Page actions

D. Custom redirects

Answer(s): D

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19. A Pardot administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field. What is the recommended way to identify these prospects to export to .csv?

A. Create an automation rule based on product Name.

B. Create a completion action based on Product Name.

C. Create a dynamic list based on Product Name.

D. Create a segmentation rule based on Product Name.

Answer(s): A

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20. Which list email report metric represents the total number of emails minus hard and soft bounces?

A. Total Opt Outs

B. Total Sent

C. Total Queued

D. Total Delivered

Answer(s): D