

Question: 1

Identify the differences between default and custom roles.

- A. Default roles are included with Pardot
- B. Custom roles can be edited
- C. Default roles can be edited
- D. Default roles can be deleted
- E. Custom Roles can be created from scratch
- F. Custom roles can be created from a default role
- G. Default roles are included with Pardot

Answer: A, C, E, F, G

More info here: https://help.salesforce.com/articleView?id=pardot_users_custom_roles.htm

Question: 2

Users can be imported into Pardot

- A. True
- B. False

Answer: A

Question: 3

Arrange these events in sequence:

- A. The visitor is now a prospect.
 - B. A visitor submits a conversion form
 - C. A cookie is applied
 - D. The prospect's activity history is available to view in Pardot
 - E. Visitors access your company website
- A. E C B A D
 - B. E B A D C
 - C. C B A D E
 - D. A D E C B

Answer: A

Question: 4

A Prospect is a Visitor who has submitted an email address through a form or landing page on your site.

- A. True
- B. False

Answer: A

Question: 5

Form or Form Handler? I want to integrate with a third-party system.

- A. Form
- B. Form Handler

Answer: B

Question: 6

Form or Form Handler? I need to maintain my current lead flow.

- A. Form
- B. Form Handler

Answer: B

Question: 7

Form or Form Handler? I need total control over my form's appearance.

- A. Form
- B. Form Handler

Answer: B

Question: 8

Form or Form Handler? I need data de-duplication in the CRM.

- A. Form
- B. Form Handler

Answer: A

Question: 9

Form or Form Handler? I want to use progressive profiling to personalize my form.

- A. Form Handler
- B. Form

Answer: B

Question: 10

Form or Form Handler? I need to be able to edit and change my form directly.

- A. Form
- B. Form Handler

Answer: B