

Pardot Specialist Practice Test Questions and Answers

1. What is progressive profiling?

- A) Showing all form fields at once
- B) Hiding fields permanently
- C) Asking new questions each time a form is visited
- D) Pre-filling all form data

2. How does Pardot scoring help marketers?

- A) By tracking invoice totals.
- B) By estimating company revenue.
- C) By assigning numeric values to prospect behaviors
- D) By auditing user access history.

3. How can marketers ensure email compliance?

- A) Omit unsubscribe links to increase engagement.
- B) Add clear sender identity and unsubscribe options
- C) Mask sender information.
- D) Ignore opt-out requests.

4. How does Pardot ensure secure data transfer?

- A) By disabling user access.
- B) By encrypting data using SSL protocols
- C) By storing all data in local devices.
- D) By avoiding encryption.

Answers: 1-C 2-C 3-B 4-B

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