



**Salesforce**

**Exam Questions CRT-160**

**Salesforce Certified Pardot Specialist**

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### QUESTION 1

Which two considerations should be kept in mind when using completion actions for list emails?

Choose 2 answers

- A. Completion actions based on email link clicks only execute once per prospect.
- B. Completion actions based on link clicks do not trigger on unsubscribe links or email preference page clicks.
- C. Completion actions based on email opens will retroactively apply if added after the email send.
- D. Completion actions based on image file downloads only execute once per day.

Correct Answer: A,C

### QUESTION 2

Which scenario would convert an anonymous visitor into an identified prospect?

- A. Creating a Lead in Salesforce which syncs to Pardot as a new prospect record
- B. Scanning the badge of someone who visited a booth at a recent event
- C. Submitting a Web2Lead form that is linked to Pardot via a form handler
- D. Opening email sent by a sales rep using the Send Pardot Email functionality in Salesforce

Correct Answer: C

### QUESTION 3

Which two considerations must be made when creating a repeating automation rule?

Choose 2 answers

- A. Setting how many prospects are allowed to match the repeating automation rule
- B. Setting a date for when prospects can no longer match the repeating automation rule
- C. Setting how many days must pass before a prospect can match the repeating automation rule
- D. Setting the number of times a prospect can match the repeating automation rule

Correct Answer: C

### QUESTION 4

LenoxSoft has multiple forms containing a 'Comments' field on their website. The administrator would like for this field to be visible and empty every time a prospect returns to one of their forms.

Which two form field options should be enabled? Choose 2 answers

- A. Do not prefill
- B. Always display even if previously completed
- C. Maintain the initial value upon subsequent form submissions
- D. Display other fields in this form based on the value of this field

Correct Answer: B,C

### QUESTION 5

The VP of Marketing wants to see all automation rules and engagement studio programs that a prospect has been a member of. Where should the VP of Marketing look to find this information?

- A. Automation settings
- B. Scoring rules
- C. Prospect's Audits tab
- D. Lifecycle report

Correct Answer: C



## QUESTION 6

What is a good bounce rate?

- A. Less than 5%
- B. More than 20%
- C. Less than 10%
- D. More than 10%

Correct Answer: C

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