



Certification Exam Guide

SALESFORCE CERTIFIED PARDOT SPECIALIST

Summer '17

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ABOUT THE SALESFORCE CERTIFIED PARDOT SPECIALIST CREDENTIAL

The Salesforce Certified Pardot Specialist credential is designed for individuals who would like to demonstrate their skills and knowledge in designing, building, and implementing marketing workflows through the Pardot platform. The candidate would know how to build strategic marketing process, incorporating different tools like lead scoring, email marketing, lead generation, and can use reports to make data-driven decisions.

SECTION 1. PURPOSE OF THIS EXAM GUIDE

This exam guide is designed to help you evaluate if you are ready to successfully complete the Salesforce Certified Pardot Specialist exam. This guide provides information about the target audience for the certification exam, recommended training and documentation, and a complete list of exam objectives—all with the intent of helping you achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, and self-study to maximize your chances of passing the exam.

SECTION 2. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED PARDOT SPECIALIST

The Salesforce Certified Pardot Specialist credential is intended for an individual who has experience implementing the Pardot platform, including practical application of the skills and concepts noted in the exam objectives below.

The Salesforce Certified Pardot Specialist generally has two months to six months of experience building marketing workflows with the Pardot platform and/or on a similar technology platform.

The Salesforce Certified Pardot Specialist candidate has the experience, skills, and knowledge outlined below:

- Has familiarity with the capabilities of the Pardot platform.
- Has an awareness of marketing automation terminology.
- Can design workflows to support business process and reporting requirements.
- Has familiarity with native integrations and the options available to deploy connectors and manage those processes.
- Can troubleshoot and solve basic platform issues.

A candidate for this exam is not expected to be able to administer Salesforce Engage, implement lead grading and administration, create complex workflows through automation tools, design and implement complex Salesforce integration workflows, and create assets through custom HTML, JavaScript, and CSS.

SECTION 3. ABOUT THE EXAM

The Salesforce Certified Pardot Specialist exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions* (2-5 unscored questions may be added)
- Time allotted to complete the exam: 90 minutes (time allows for unscored questions)
- Passing score: 67%
- Registration fee: USD 200, plus applicable taxes as required per local law
- Retake fee is USD 100, plus applicable taxes as required per local law
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click [here](#) for information on scheduling an exam.
- References: No hard-copy or online materials may be referenced during the exam.
- Prerequisite: None

* Please note that on occasion, Salesforce Certification may place a small number of unscored questions on an exam in order to gather data on question performance. These unscored exam questions are in addition to the 60 scored questions on your exam, and have no impact whatsoever on your final exam results. Exam time has been evaluated to accommodate the inclusion of unscored questions. Your exam results will be based on the 60 scored questions.

SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Pardot Training and Certification recommends a combination of: hands-on experience within the platform; training course completion; and self-study in the areas listed in the Exam Outline section of this exam guide.

Pardot Training and Certification recommends the following online courses to guide your study:

- Online course: Technical Setup
- Online course: Pardot User Roles
- Online course: Automation Tools
- Online course: Sending and Email with Email Flow
- Online course: Salesforce Integration Part 2: Syncing

Launch online training from <http://www.pardot.com/user-certification>

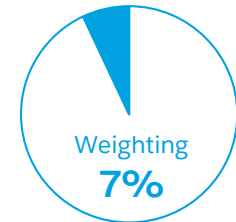
In addition, Pardot Training and Certification recommends reviewing online Documentation, Tip Sheets, and User Guides by searching for the topics listed in the Exam Outline section of the exam guide and studying the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through the **Help** link by clicking **Head to our KB** or <http://help.pardot.com>.

SECTION 5. EXAM OUTLINE

The Salesforce Certified Pardot Specialist exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience integrating the Pardot platform into marketing workflows and have demonstrated the application of each of the features/functions below.

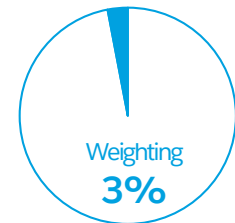
VISITORS

- Describe how Pardot tracks visitor and prospect data.
- Describe what a visitor is and limitations to visitor data.
- Identify the types of visitor data that are collected.
- Describe the methods for a visitor to become a prospect.



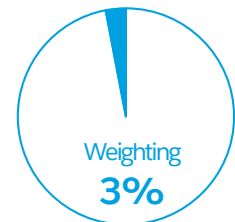
PROSPECTS

- Identify the ways to create prospects in Pardot.
- Given a scenario, apply the appropriate plan of action using Prospect Audits.



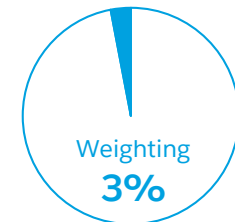
LIST MANAGEMENT

- Distinguish the capabilities of, use cases for, and how to create different types of lists.
- Given a scenario, apply the appropriate list management process.



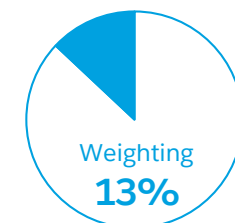
SECURITY AND ACCESS

- Identify how to provide Pardot access.
- Distinguish between and identify the implications of the four default user roles.



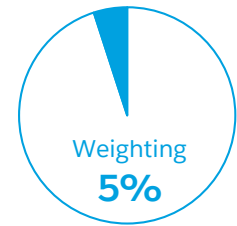
ADMINISTRATION

- Describe the capabilities of and use cases for the Pardot overview tab.
- Describe how to update the email domains associated with the account.
- Distinguish between the capabilities and limitations of Pardot connectors.
- Describe the capabilities of and use cases for Page Actions.
- Explain how to create, edit, and map custom prospect fields.
- Identify the two ways to set up and maintain users.
- Describe how the recycle bin manages Pardot assets.



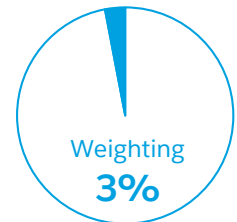
PARDOT CAMPAIGNS

- Explain the application of a Pardot campaign.
- Given a scenario, determine if a Pardot campaign should be changed for a prospect.
- Distinguish between the metrics collected in Pardot campaign reporting.



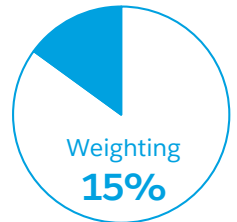
PARDOT FORMS

- Given a scenario, identify the capabilities and limitations of Pardot forms.
- Distinguish between the metrics collected in Pardot form reporting.



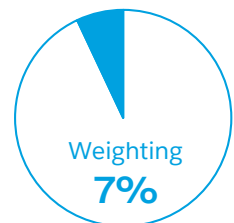
LEAD MANAGEMENT

- Explain the capabilities and limitations of an Automation Rule.
- Identify the main components of creating an Automation Rule.
- Explain the capabilities and limitations of a Dynamic List.
- Identify the main components of creating a Dynamic List.
- Explain the capabilities and limitations of a Completion Action.
- Explain the capabilities and limitations of a Segmentation Rule.
- Identify the main components of creating a Segmentation Rule.
- Given a scenario, determine which automation tool should be used.



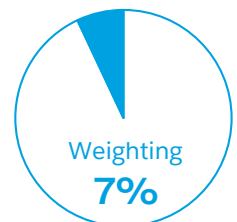
SCORING

- Explain what a Score measures and how it can be applied.
- Describe the Scoring rule and how it can be updated.
- Describe the options available when using automation tools to score prospects.
- Given a scenario, determine the optimal workflow using a prospect score.



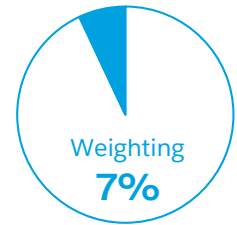
EMAIL MARKETING

- Distinguish between an Email and an Email template.
- Identify the main components of an Email template.
- Describe the relationships between a recipient list and a suppression list.
- Distinguish between the metrics collected in Pardot email reporting.



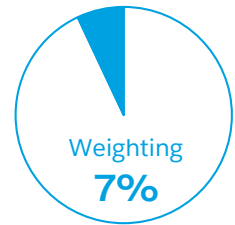
ENGAGEMENT STUDIO

- Identify the main components of an Engagement Program.
- Describe the process when updating Engagement Program assets.
- Explain the capabilities and limitations of the types of lists used with Engagement Programs.



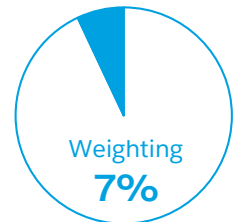
LANDING PAGES

- Identify the main components of a Landing Page.
- Given a scenario, determine when to use a Landing Page with and without a form.
- Distinguish between the metrics collected in Pardot Landing Page reporting.
- Describe how completion actions trigger when a prospect submits a Landing Page.



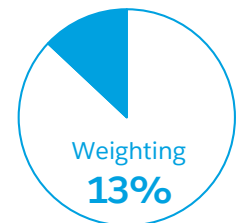
SOCIAL MARKETING

- List the social platforms that can be used within Pardot.
- Identify the main components of a Custom Redirect.
- Given a scenario, determine when to use a Custom Redirect.
- Distinguish between the metrics collected in a Pardot Custom Redirect report.



SALESFORCE INTEGRATION

- Explain the relationship between Pardot and Salesforce.
- List the objects synced between Salesforce and Pardot.
- Identify the main components of the Salesforce connector.
- Describe the field mapping process.
- Describe the capabilities and limitations with field syncing.



SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce Certified Pardot Specialist exam. These questions are not designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than the questions below.

1. If a prospect clicks on a custom redirect after filling out a form, will the prospects assigned Pardot campaign change?

Choose one answer

- A. Yes, the Pardot campaign will change based on the page the custom redirect links to.
- B. Yes, but only if the Pardot completion action for the custom redirect is set to change the campaign.
- C. No, it's not possible to change a Pardot campaign by clicking on a custom redirect.
- D. No, a Pardot campaign will always stay the same since it's a first touch point.

2. In which two ways can a Prospect's score be changed?

Choose two answers

- A. Manually
- B. Completion Actions
- C. Segmentation Rule
- D. Profiles

3. How can an Administrator find the number of mailable prospects in their database?

Choose one answer

- A. Navigate to the Prospect List and select “Mailable Prospects”
- B. View all Segmentation Lists
- C. View the Sync Queue
- D. Navigate to the Overview section

4. When viewing a Pardot campaign report filtered by the last month, which two are visible?

Choose two answers

- A. The Prospects column shows all prospects created with that campaign within the last month.
- B. The Prospects column shows all prospects assigned in that account within the last month.
- C. The Assigned Prospects column shows all prospects with that campaign who were assigned within the last month.
- D. The Assigned Prospects column is a subset of the Prospects column.

5. How can an action be applied to a prospect who views a specific page of a website?

Choose one answer

- A. Add an action to a dynamic list
- B. Add a completion action to the landing page
- C. Use page actions
- D. Add a tag to the prospect

SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. B
2. A, B
3. A
4. A, C
5. C

SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Click [here](#) for information regarding requirements and cost to maintain your Salesforce certification.

If you earned the Salesforce Certified Pardot Specialist Certification on or before March 23, 2017 you are required to pass the Salesforce Certified Pardot Specialist- Spring '17 Release Exam. Click [here](#) for details about the release exam objectives, number of questions, recommended preparation, and registration information.

ABOUT SALESFORCE

Salesforce offers a comprehensive catalog of courses and certifications to help you administer, develop, and use your organization's Salesforce environment. Whether you need a customized private course for your whole team or an in-depth instructor-led classroom experience for one person, Salesforce can help you take the next steps on your journey to success. Contact us today to learn how we can help you get the most out of your Salesforce investment.

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