



Certification Exam Guide

# SALESFORCE CERTIFIED PARDOT SPECIALIST

Spring '18

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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 processes that incorporate different tools like email marketing, lead generation, lead scoring, 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 a similar technology platform.

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

- Familiarity with the capabilities of the Pardot platform.
- An awareness of marketing automation terminology.
- Can design workflows to support business processes and reporting requirements.
- Familiarity with native integrations and options available to deploy connectors, understands 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, CSS, and JavaScript.

## SECTION 3. ABOUT THE EXAM

The Salesforce Certified Pardot Specialist exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions\* (5 unscored questions will 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: a 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 as of November 16, 2017, all Salesforce certification exams will contain five additional, randomly placed, unscored questions to gather data on question performance. The duration of each exam has been evaluated and adjusted to accommodate the inclusion of the unscored questions. These five questions will be in addition to the 60 scored questions on your exam, and will have no impact whatsoever on your score.

## SECTION 4. RECOMMENDED TRAINING AND REFERENCES

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

The following online resources are some recommendations to help guide as you prepare:

- Help & Training: [Pardot Administration](#)
- Help & Training: [Salesforce Connector: Set up and Syncing](#)
- Help & Training: [Pardot User Roles](#)
- Help & Training: [Automation Tools](#)
- Help & Training: [Sending an Email](#)

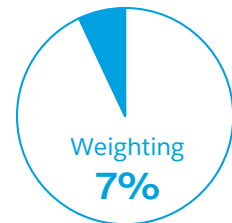
In addition, Salesforce recommends self-study by reviewing online Documentation, White Papers, and User Guides. Search for the topics listed in the Exam Outline section of the exam guide and study the information related to those topics. Documentation can be accessed through the Pardot Knowledge Base [here](#). White Papers and topical blog posts can be accessed [here](#).

## 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

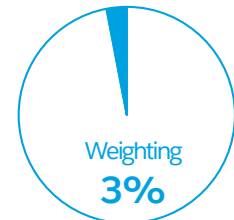
- Describe how Pardot tracks visitor and prospect data.
- Describe what a visitor is and the limitations to visitor data.
- Identify the types of visitor data that are collected.
- Describe the methods for a visitor to become a prospect.




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### PROSPECTS

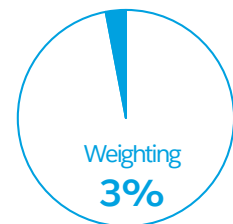
- Identify the ways to create prospects in Pardot.
- Given a scenario, apply the appropriate plan of action using Prospect Audits.




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### LIST MANAGEMENT

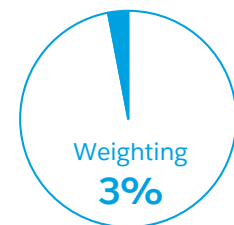
- Distinguish the capabilities of, use cases for, and an understanding of how to create different types of lists.
- Given a scenario, evaluate and apply the appropriate list management process.




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### SECURITY AND ACCESS

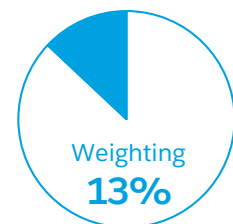
- Identify how to provide Pardot access.
- Distinguish between and identify the implications of the four default user roles.




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### ADMINISTRATION

- Describe the capabilities of and use cases for the Pardot overview tab.
- Describe how to update the email sending and vanity domains associated with the account.
- Distinguish between the capabilities and limitations of the different Pardot Connectors.
- Describe the capabilities of and use cases for Page Actions.
- Explain how to create, edit, and map Prospect Custom Fields.



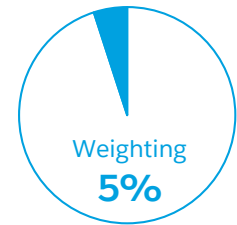


- Identify the two ways to set up and maintain users.
- Describe how the recycle bin manages Pardot assets.

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### PARDOT CAMPAIGNS

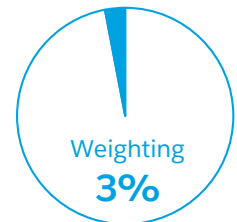
- Explain the application of a Pardot campaign.
- Given a scenario, determine if a Pardot campaign should be changed for a prospect.
- Distinguish between the metrics collected in the Pardot Campaign Report.



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### PARDOT FORMS

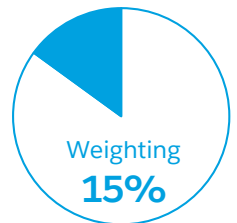
- Given a scenario, identify the capabilities and limitations of Pardot forms.
- Distinguish between the metrics collected in the Pardot form reporting.



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### LEAD MANAGEMENT

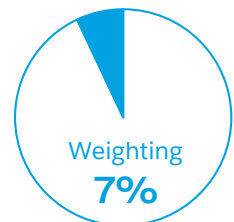
- Explain the capabilities and limitations of an Automation Rule.
- Identify the main components of creating an Automation Rule.
- Explain the capabilities and limitations of a Dynamic List.
- Identify the main components of creating a Dynamic List.
- Explain the capabilities and limitations of a Completion 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.



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### SCORING

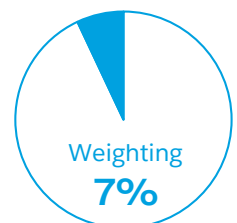
- Explain what a Score measures and how it can be applied.
- Describe Scoring Rules and how one can be updated.
- Describe the options available when using automation tools to score prospects.
- Given a scenario, determine the optimum workflow using a prospect score.



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### EMAIL MARKETING

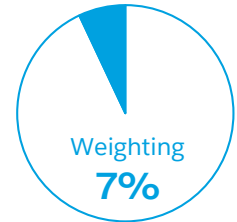
- Distinguish between an Email and an Email template.
- Identify the main components of an Email template.
- Describe the relationships between a recipient list and a suppression list.
- Distinguish between the metrics collected in Pardot email reporting.



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## ENGAGEMENT STUDIO

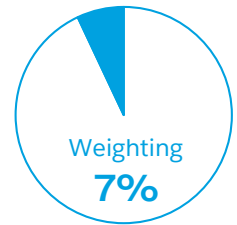
- Identify the main components of an Engagement Program.
- Describe the process of updating Engagement Program assets.
- Explain the capabilities and limitations of the types of lists used within Engagement Programs.



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## LANDING PAGES

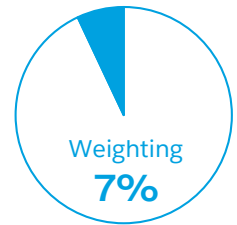
- Identify the main components of a Landing Page.
- Given a scenario, determine when to use a Landing Page with and without a form.
- Distinguish between the metrics collected in Pardot Landing Page reporting.
- Describe how completion actions trigger when a prospect submits a Landing Page.



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## SOCIAL MARKETING

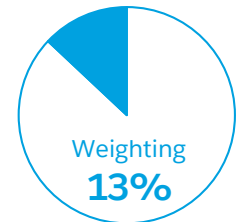
- List the social platforms that can be used within Pardot.
- Identify the main components of a Custom Redirect.
- Given a scenario, determine when to use a Custom Redirect.
- Distinguish between the metrics collected in a Pardot Custom Redirect report.



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## 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 can 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. By Completion Actions
- C. With a Segmentation Rule
- D. Through 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.

Bookmark these useful resources for maintaining your credentials:

- [Maintenance Exam Due Dates](#)
- [Credential Status Request Overview](#)
- [Overall Maintenance Requirements](#)

**Don't let your hard-earned credential expire!** Once you earn the credential, if you do not complete all maintenance requirements by the due date, your credential will expire, or in some cases, become suspended. For more information, click [here](#).

### ABOUT TRAILHEAD

Trailhead is your path into the Salesforce economy. It's the fun way to learn the skills you need to transform your company, earn credentials that grow your career, and connect with a global movement of Trailblazers to continue learning together.

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