

100% Money Back
Guarantee

Vendor:Salesforce

Exam Code:PARDOT-CONSULTANT

Exam Name:Salesforce Certified Pardot Consultant

Version:Demo

QUESTION 1

LenoxSoft just published a buyer's guide, which includes ROI calculators, pricing information, and implementation details.

Which audience would gain the maximum benefit from receiving a guide?

- A. Prospects at the bottom of the funnel -- actively deciding between vendors.
- B. Prospects at the top of the funnel -- newly sourced from a tradeshow.
- C. Prospects at the middle of the funnel -- interacting with blog content only.
- D. Prospects who have transitioned out of the funnel -- with a recently closed deal.

Correct Answer: B

QUESTION 2

LenoxSoft's marketing team wants to track which of their white papers converts the most net new leads so they can write more like it.

What actions should be taken to ensure they can report on the statistics in Salesforce?

- A. Enable connected campaigns and campaign member sync > add files to Pardot with completion action: assign to user
- B. Add custom redirects for each white paper > add completion actions: add to Salesforce campaign and assign to user
- C. Upload files to Pardot > create an engagement program with actions: add to Salesforce campaign and assign to user
- D. Create a form to gate each white paper > add completion actions: add to Salesforce campaign and assign to user

Correct Answer: D

QUESTION 3

How many automation rules can you have

- A. Always 100
- B. Pardot Growth Edition: 50 Pardot Plus Edition: 100 Pardot Advanced Edition: 150
- C. Pardot Growth Edition: 50 Pardot Plus Edition: 100 Pardot Advanced Edition: 200
- D. Pardot Growth Edition: 100 Pardot Plus Edition: 150 Pardot Advanced Edition: 200

Correct Answer: B

QUESTION 4

LenoxSoft's corporate marketing team wants to ensure their website visitors who originate from Europe are able to opt into having their website activity tracked. How could this be accomplished?

- A. Remove tracking code from the website and create new sites for each country.
- B. Create visitor filters for prospects that are known to be located in Europe.
- C. Enable tracking opt-in preferences for visitors from specific countries.
- D. Enable tracking opt-in preferences for all website visitors.

Correct Answer: B

QUESTION 5

One of LenoxSoft's goals is to effectively use engagement studio programs to continuously reengage cold leads until they become active. To do so, the marketing team needs to build a list of cold prospects.

What is the optimal use case to segment these prospects?

- A. Run an Automation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 day."
- B. Run a Segmentation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 days".
- C. Run a Dynamic List where the criteria is "Prospect Time Created Days ago is greater than 90".
- D. Run a Dynamic List where the criteria is "Prospect Time Last activity Days ago is greater than 90".

Correct Answer: C

QUESTION 6

LenoxSoft is introducing a new product this summer, and the VP of Sales wants Marketing to automatically nurture the prospect if they show interest in the new product. There is no new gated content developed yet, only some blog posts and web pages about it.

What approach should the Marketing team use to resolve this?

- A. Set up scoring categories > copy the web pages to Pardot landing pages > put landing pages into Pardot folders > create automation rule with criteria "prospect score in scoring category greater than 1" to send an autoresponder email
- B. Set up scoring categories > put the web pages into folders in Pardot > set up custom redirects for the web pages > add completion actions to the custom redirects to add to list > set the list as the recipient list of an engagement program
- C. Set up scoring categories > create page actions associated with the scoring category > create a dynamic list with criteria "prospect score in scoring category greater than 0" > set the list as the recipient list of an engagement program
- D. Set up scoring categories > create custom redirects associated with the scoring category > set completion actions to tag prospect > create an automation rule with criteria "prospect has tag new-product" to send an autoresponder email

Correct Answer: C

QUESTION 7

"What record page layouts can the Send Engage Email button be added to?"

- A. Opportunity
- B. Case
- C. Contract
- D. User

Correct Answer: A

QUESTION 8

During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Pardot features are the minimum requirement for a successful Engagement Program?

- A. Email Authentication > Salesforce Connector > Email templates > Users > Engagement program
- B. CNAME > Salesforce connector > Email Templates > Lists > Engagement program
- C. CNAME > Email Authentication > Email templates > Lists > Engagement program
- D. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program

Correct Answer: C

QUESTION 9

Lenoxsoft wants individual engagement programs for each of their sales \\Status\\ field values. They want to ensure as Status field values change, the prospect will automatically stop receiving the previous program and move to the next program to receive only the relevant content.

What solution would you recommend

- A. Test list
- B. Static list
- C. Static list or Dynamic, both list can be used
- D. Dynamic list

Correct Answer: C

QUESTION 10

LenoxSoft is requesting a nurture campaign for cold leads. Anyone who clicks on the CTA they want to create a call

campaign and anyone who doesn't click on the CTA they want them to eventually be deleted (sent to recycle bin). What objects in Pardot and SFDC would you use?

- A. Pardot Engagement Program
- B. Salesforce Queue
- C. Pardot Automation Rule
- D. Pardot Static List
- E. Pardot Marketing Campaign

Correct Answer: ADE

QUESTION 11

Which are Actions Available with Salesforce Connector (Choose three)

- A. Add to Salesforce campaign
- B. Assign prospect to queue
- C. Assign prospect via Salesforce active assignment rule
- D. Create a Salesforce event
- E. Delete a Salesforce task

Correct Answer: ABC

QUESTION 12

LenoxSoft asks their Pardot administrator to assist in routing all qualified leads so leads can be reviewed first, then assigned to individual sales reps. Their marketing team uses a combination of criteria to qualify leads before they become qualified.

What should be configured to assign qualified leads as requested?

- A. Create an automation rule to assign to a lead queue when the qualification criteria is met.
- B. Create a completion action to assign to a group when the prospect reaches a score of 100.
- C. Create an automation rule to assign to a group when the qualification criteria is met.
- D. Create a completion action to assign to a lead queue when a high-value form is submitted.

Correct Answer: C