



# PARDOT-CONSULTANT<sup>Q&As</sup>

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**QUESTION 1**

LenoxSoft operates in both North America and Europe and has separate Pardot Business Units (PBUs) for each country within each region. The Chief Marketing Officer who oversees both regions wants to ensure that the assets are as personalized as possible to their respective country.

What could LenoxSoft marketers create for each region to meet this requirement?

- A. Assets that adhere to GDPR best practices in the European BUs and CAN-SPAM best practices in the North American BUs.
- B. Multiple tracker domains within each BU that are country specific. Apply country relative tracker domains to assets delivered in each country.
- C. A tracker domain that is not specific to any given region or country and apply it to the assets used in both the European and North American BUs.
- D. A tracker domain specific to the European region and an additional tracker domain specific to the North American region.

Correct Answer: B

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**QUESTION 2**

The LenoxSoft marketing manager wants to report to the CEO each month the number of new leads generated and what types of assets are generating those new leads. Identify the Pardot reports and associated KPIs that would provide these metrics. Choose 2 answers:

- A. Form Report: Impressions
- B. Lifecycle Report: New Prospects Created
- C. Form Report: Conversions
- D. Form Report: Submissions

Correct Answer: BC

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**QUESTION 3**

The sales team wants marketing to automatically nurture current customers who are up for renewal in 60 days in an ongoing basis. Which two actions would be needed to nurture the prospects?

Choose 2 answers A. Make a suppression list for the program.

- B. Make a repeating engagement program.
- C. Make a recipient list for the program.
- D. Make a segmentation rule for the program.



Correct Answer: BC

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#### QUESTION 4

What is true about scoring? [Choose one answer]

- A. Pardot comes with a scoring model that cannot be adjusted or changed.
- B. Pardot will automatically assign prospects a score from F- to A+.
- C. Salesforce opportunities can influence a prospect's score.
- D. It is not possible to reset a prospect's score to 0.

Correct Answer: C

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#### QUESTION 5

Which one is Pardot Video Connector

- A. YouTube
- B. Wistia
- C. Vimeo
- D. Dailymotion

Correct Answer: B

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