



# CRT-160<sup>Q&As</sup>

Salesforce Certified Pardot Consultant

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### QUESTION 1

Your client 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? Choose three.

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

Correct Answer: ABF

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### QUESTION 2

You can access records for your prospects under which tab in the navigation menu?

- A. Marketing
- B. Prospects
- C. Reports
- D. Admin

Correct Answer: B

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### QUESTION 3

On which two types of domains does Pardot set cookies? (Choose two answers.)

- A. Pardot domains
- B. Tracker domains
- C. Mobile domains
- D. Social media domains

Correct Answer: AB

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### QUESTION 4



How many social posting connectors can you enable?

- A. One per social network
- B. Unlimited connectors for Twitter and Facebook. LinkedIn only allows one.
- C. You can create as many as you want
- D. Two per social network

Correct Answer: C

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#### QUESTION 5

An Administrator wants to have a thank you email sent after the form on the "Request a Demo" landing page is submitted.

Where can this be configured to ensure that every time the landing page is completed, the email is sent?

- A. Configure an autoresponder email to send as a completion action when the "Request a Demo" landing page has been submitted.
- B. Configure an automation rule to send the email when "Request a Demo" form has been successfully completed.
- C. Configure a segmentation rule to send the email when "Request a Demo" landing page has been successfully completed.
- D. Configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted.

Correct Answer: D

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#### QUESTION 6

When a Pardot administrator is mapping a custom field on which Salesforce object can the field exist?

- A. Account, Contract, Opportunity
- B. Opportunity, Campaign, Lead
- C. Case, Contact, Lead
- D. Lead, opportunity, Account

Correct Answer: A

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#### QUESTION 7

What is a good default sales ready lead score?

- A. 75



- B. 50
- C. 200
- D. 100

Correct Answer: D

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#### QUESTION 8

Lenoxsoft has a product line that is business to consumer. They use the Lead object, but the Contact and Account objects are combined. The Pardot Administrator wants to enable person accounts and understand how this configuration affects the syncing from Pardot to Salesforce.

Given default Pardot and Salesforce syncing behavior, which statement is correct when Person Account are enabled?

- A. The Salesforce person account record will only sync with the prospect record in Pardot.
- B. Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with the person account.
- C. Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with contact and account.
- D. The Salesforce contact level and account level fields will only sync with prospect fields in Pardot.

Correct Answer: B

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#### QUESTION 9

Viewing your pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited your pricing page. What automation tool would best achieve this?

- A. Create a special campaign to track pricing pageviews
- B. Create a Page Action set to Tag prospects as having viewed it and add them to a list
- C. Create a Form with a Completion Action to send a pricing sheet
- D. Create a Dynamic List based on page view to segment automatically

Correct Answer: B

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#### QUESTION 10

What can be used to trigger an increase or decrease in a prospect's score?

- A. Sending an email
- B. Replying to an email



C. Opening an email

D. Deleting an email

Correct Answer: C

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#### QUESTION 11

Which type of asset is permanently deleted and NOT saved in the recycle bin?

A. Automation rules

B. Site searches

C. Landing pages

D. Content files

Correct Answer: D

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#### QUESTION 12

Pardot tracking code respects the Do Not Track feature in browsers. Of the below list, which on is STILL tracked, even when Do Not Track is turned on?

A. Custom redirect links

B. Email sends, opens, and clicks

C. Form and landing page views

D. File downloads

E. Page views

Correct Answer: B

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#### QUESTION 13

These types of rules are : Retroactive, constantly running, and match one time only

A. Automation Rules

B. Segmentation Rules

Correct Answer: A

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#### QUESTION 14



How would you reset the score of a group of prospects?

- A. Create a segmentation rule with the criteria and add the rule action to adjust the prospects score to 0
- B. Create an automation rule with the criteria and add the rule action to adjust the prospects score to 0
- C. Export a list of all the prospects, update the score to 0 and then import back into Pardot
- D. Create a dynamic list with the criteria and add the rule action to adjust the prospects score to 0

Correct Answer: B

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#### QUESTION 15

What can the GoToWebinar connector do?

- A. Display registrations and attendance as activities
- B. Allow you to view prospects who cancelled their registration
- C. Register prospects for GoToWebinar events
- D. Register filtered prospects.
- E. All of the above

Correct Answer: AC

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