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QUESTION 1

Which two features would indicate LenoxSoft's Pardot instance has been authenticated and is ready to send emails?
Choose 2 answers

- A. A green check mark next to the domain key policy
- B. A green check mark next to the FBS registration ID
- C. A green check mark next to the Salesforce Connected user
- D. A green check mark next to the domain SPF record

Correct Answer: AD

https://help.salesforce.com/articleView?id=pardot_email_authentication.htm&type=0

QUESTION 2

LenoxSoft offers two distinct product lines, each with its own sales team. Based on prospect activity, what is the recommended way to provide each sales team with relevant prospect interest in each product line?

- A. Create emails with links to whitepapers for each product line and create completion action to increase the prospect's score by 10 for one product line and 20 for the other.
- B. Create scoring categories for each product line that calculates points based on the prospect's interaction with marketing assets related to those product lines.
- C. Create completion actions on every asset to tag prospects based on the product line they are interested in, filtering the score report by that tag.
- D. Create page actions on each product line's web pages to notify users and increase score when prospects visit each product line's section of the website.

Correct Answer: D

QUESTION 3

You are creating a new series of pay per click ads and want to track where a prospect originates when they arrive at your website. How would you set this up?

- A. Create a Pardot campaign for each pay per click ad and place the tracking code on the landing page
- B. Create a custom redirect for each pay per ad click and select a Pardot campaign for each custom redirect
- C. Create a custom redirect for each pay per click ad and use a completion action to add the prospects to a list
- D. Create a custom redirect for each pay per click ad and use an automation rule to add the prospects to a list

Correct Answer: B

**QUESTION 4**

Can we connect Twilio SMS Center via Pardot Connector?

- A. True
- B. False

Correct Answer: A

QUESTION 5

A company uses multiple Pardot business units and wants to set up B2B Marketing Analytics.

What is considered true about using B2BMA with business units?

- A. The app will create unique datasets for each business unit.
- B. There is an option to create a unique app for each business unit or one joined app for all business units.
- C. Each business unit can only have one associated B2B Marketing Analytics app.
- D. Each dashboard will have an option to filter by business unit.

Correct Answer: C

QUESTION 6

LenoxSoft currently operates with two Pardot Business Units (PBUs), one for their United States division and another for their European division. In the new year, each business unit (BU) is planning on building the same set of marketing assets and will use them to run the similar campaigns.

Once connected campaigns have been enabled, what approach should be recommended?

- A. Create a campaign that is related to both BUs > Create a new dataset in B2B Marketing Analytics that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs
- B. Add the Engagement History component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two child campaigns, each related to a single BU > Enable "Include child campaigns" on the parent campaign
- C. Add the Einstein Campaign Insights component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two child campaigns, each related to a single BU > Enable "Include child campaigns" on the parent campaign
- D. Create a separate campaign for each BU > Create a new dataset in Salesforce reports that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs

Correct Answer: B



QUESTION 7

"LenoxSoft wants to implement an ongoing targeted marketing effort focused on prospects in the high tech industry, with a score over 200, and a grade higher than a B. If a prospect matches this criteria, they want to send a series of emails, add to a list, and notify the assigned sales representative.

What Pardot feature should be used to accomplish this marketing effort?

- A. Create an automation rule with rules to segment the prospects and actions send the emails
- B. Create a list using a segmentation rule, then use completion actions on a form for the actions
- C. Create a static list to segment the prospects, and then schedule email list sends with completion actions
- D. Create a complex rule in Engagement Studio to segment the prospects, followed by a series of action steps "

Correct Answer: D

QUESTION 8

LenoxSoft has a "Demo Request" landing page that is getting a lot of views, but not very many submissions. The marketing manager has the following requirements:

1.

Receive a notification when prospects view the page, but do not submit to see if they can retarget.

2.

Receive one notification per prospect.

How should a consultant accomplish this in Pardot?

- A. Dynamic list of all prospects who have viewed the landing page > Completion action on the form to remove prospects from the list upon form submission > User monitors list.
- B. Page action on the landing page to notify user upon view and add to list > Automation rule to remove from same list when form is submitted and notify user again.
- C. Dynamic list of all prospects who have submitted the form > Dynamic list of all prospects who have viewed landing page > User exports both lists and compares.
- D. Completion action on the form to tag "Submitted" > Automation rule to notify user with criteria of "Demo Request" landing page was viewed and tag isn't "Submitted".

Correct Answer: D

QUESTION 9

What factors are involved in determining email deliverability?



- A. Sender Policy Framework (SPF)
- B. Domain Keys
- C. Sender ID
- D. Whitelist
- E. CAN-SPAM

Correct Answer: ABE

QUESTION 10

Lenoxsoft is transitioning from their current marketing automation platform to Pardot. They have a landing page that they wish to migrate over to Pardot and need to understand what steps are involved in order to maintain the page's existing look and feel.

What are the necessary first steps to migrate this landing page over to Pardot while maintaining the page's existing look and feel?

- A. Import the HTML file into Pardot and apply it to the layout template
- B. Create a Pardot landing page and import HTML from the landing page HTML
- C. Create layout template and import HTML from the landing page URL
- D. Import the HTML file into Pardot and apply it to the landing page

Correct Answer: C

QUESTION 11

A Pardot administrator wants to enable the Engage Sales Tools page in Salesforce. Which two resources are available via this page in Salesforce? Choose 2 answers to set Engage

- A. Campaign send limits
- B. A link to Salesforce Engage training resources
- C. A link to assign licenses and permission sets
- D. A link to download Engage Alerts for Mac

Correct Answer: BD

QUESTION 12

Lenoxsofts licensing software is based on annual contract renewals. The marketing department is struggling to send reminders to customers, and the sales department has no insight into what reminders marketing is sending. Lenoxsoft uses the custom field "Contract" which contains the value "Renewed" for prospects who have already renewed or is



blank is they have yet to renew. Lenoxsoft wishes to set up an Engagement program that does the following:

1.
Automatically adds/removes Prospects to the Renewal Engagement program based on their renewal status
2.
Sends a series of reminders to Prospects who have NOT yet renewed
3.
Gives sales continuous insight into prospect engagement with the program.

Based on the requirements outlined, which of the following is the best process for Lenoxsoft to set up?

- A. Build an automation rule with the criteria of :: Prospect Custom Field:: contract:: is:: blank. Add an action of "Add to List" and an action of "Notify assigned user."
- B. Build a dynamic list with the criteria of:: Prospect Custom Field :: Contract:: is:: blank. Associate the list to the Renewal Engagement program and add an action of "Notify assigned user" at intervals.
- C. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."
- D. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."

Correct Answer: B

QUESTION 13

Lenoxsoft currently uses a Salesforce workflow to continually look for old and new leads that meet certain criteria under Job title and Industry, and adds them to a Salesforce campaign. The Pardot connector is verified and their existing

Salesforce records have been reviewed, but they have yet to sync this data to Pardot. Lenox wishes to replicate this process within Pardot with the following requirements:

Prospects with a job title of "CEO" and Industry of "Software" are added to the Salesforce campaign.

Based on those requirements, which steps should Lenoxsoft prioritize to replicate their process?

- A. Create a dynamic list to sync prospects from Salesforce. Build an Automation rule with criteria :: Job Title:: CEO :: Industry:: Software, action :: add to the Salesforce campaign.
- B. Import a .csv file of prospects. Build an Automation rule with criteria :: Job Title :: CEO :: Industry :: Software, action :: add to Salesforce Campaign
- C. Create a dynamic list to sync prospects from Salesforce. Build a segmentation rule with the criteria :: Job Title :: CEO :: Industry :: Software, action :: add to the Salesforce campaign.
- D. Import a .csv file of prospects. Build an Segmentation rule with criteria :: Job Title:: CEO :: Industry :: Software, action :: add to Salesforce Campaign

Correct Answer: AB



QUESTION 14

You have several white papers on your website, but you want to start gateing those and gather more and more details about prospects as they download the white papers. What is the best way to achieve this?

- A. Create a form and enable progressive profiling
- B. Create a form handler and enable progressive profiling
- C. Create a form handler for each white paper
- D. Create a form per white paper and enable progressive profiling

Correct Answer: D

QUESTION 15

Do hard bounces need to be removed from lists?

- A. True
- B. False

Correct Answer: B

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