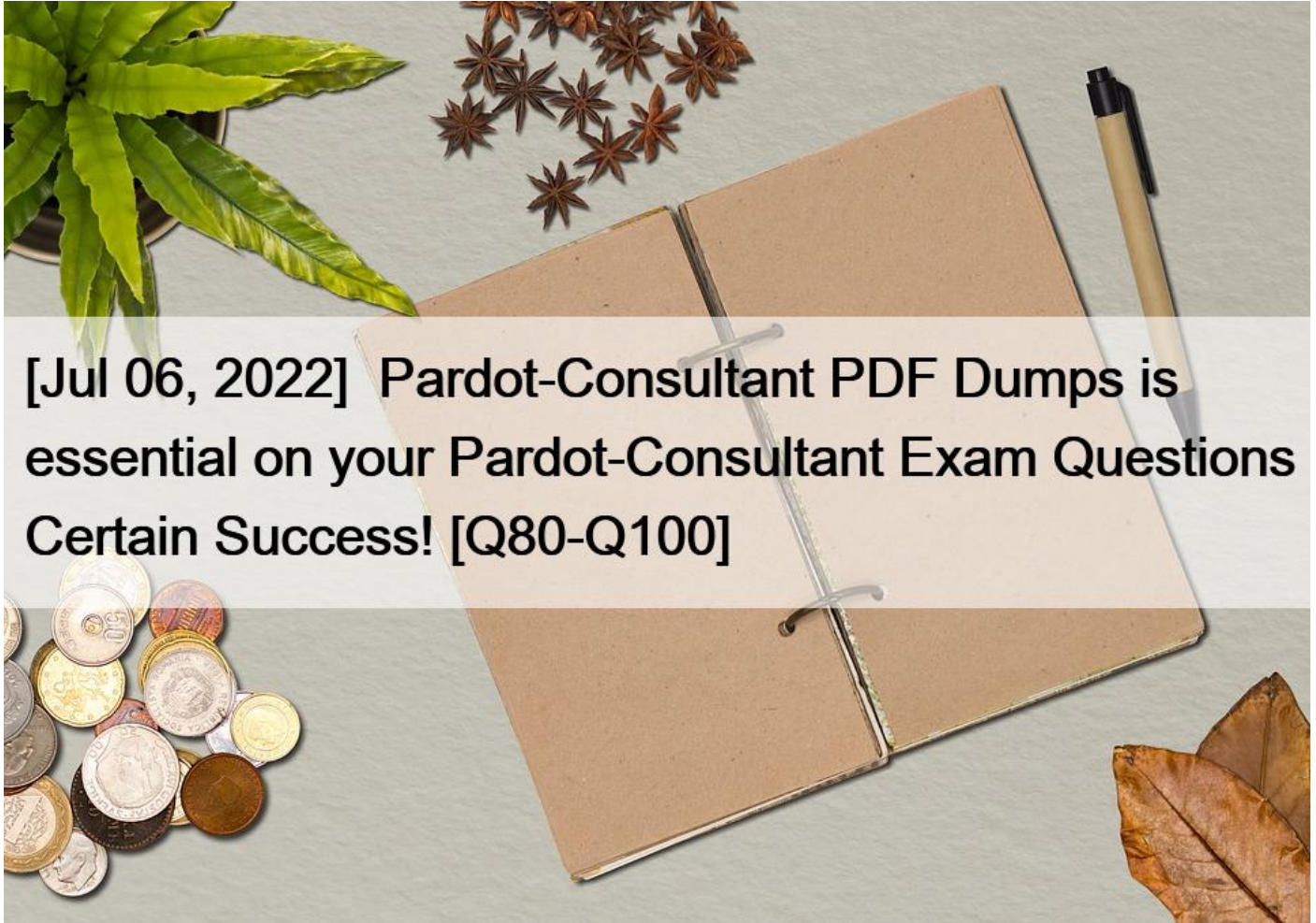


[Jul 06, 2022] Pardot-Consultant PDF Dumps is essential on your Pardot-Consultant Exam Questions Certain Success! [Q80-Q100]



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Pardot-Consultant PDF Questions - Perfect Prospect To Go With Pardot-Consultant Practice Exam

#### QUESTION 80

You can enable Progressive Profiling with Pardot Forms in orderd to show ceratin fields only if the prospect already has data in selected field(s)

- \* True
- \* False

#### QUESTION 81

There is Custom Field Type in Pardot called Email

- \* True
- \* False

## QUESTION 82

A Pardot administrator wants to develop a better lead qualification strategy. The sales team only wants to reach out to C-level executives in the software industry and needs a way to determine how to prioritize those leads.

How should this goal be achieved in Pardot?

- \* Create a dynamic list based on job title and industry and send to the sales team to filter and prioritize.
- \* Run an automation rule to grade based on job title and industry and have users filter Salesforce lead views by grade.
- \* Use an automation rule to notify the assigned user when leads with certain job titles and industries submit forms.
- \* It Adjust the default scoring rules based on job title and industry and have users filter Salesforce lead views by score.

## QUESTION 83

Which editions of Pardot provides Buisness Units and Einstein functionalities

- \* All
- \* Pardot Plus Edition and Pardot Advanced Edition
- \* Only Pardot Advanced Edition and it includes unlimited Buisness Units
- \* Only Pardot Advanced Edition and it includes 2 Buisness Units, then each subsequent costs 2

000\$/month

## QUESTION 84

LenoxSoft product is setup on an annual renewal. The marketing team is having issues to send emails out to their prospects when its time to renew on the annual product. On top of it sales is complaining they have no insights when an annual renewal email was sent. LenoxSoft uses a custom field of `&#8220;Contract&#8221;` with a value of `&#8220;Renewed&#8221;` for prospects who have already renewed their product subscription or its `&#8220;blank&#8221;` if they have yet to renew. LenoxSoft wants to automate this process with an engagement studio that can do the following: \* Adds/Removes prospects to the engagement studio based on renewal status \* Sends a series of emails to renew their subscription \* Gives sales continuous insights to prospect engagement Based on the above criteria what would you recommend to LenoxSoft?

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- \* Build automation rules add criteria as Contact as blank add action as notify assigned user
- \* Build dynamic list add criteria as Contact as `&#8220;Renewed&#8221;` add action as notify assigned user
- \* Build dynamic list add criteria as Contact as blank add action as notify assigned user
- \* Build automation rules add criteria as Contact as `&#8220;Renewed&#8221;` add action as notify assigned user

## QUESTION 85

LenoxSoft has had a Product Interest form live on their website for the past 3 months. They would like to make sure that, moving forward, every time the form is submitted, a custom field is updated. They also want to update that custom field for anyone who has submitted the form before today. What combination of automation tools should LenoxSoft use to achieve this?

- \* Automation rule and completion action

- \* Dynamic list and automation rule
- \* Completion action and dynamic list
- \* Segmentation rule and completion action

#### QUESTION 86

What is true about custom redirects? [Choose two answers]

- \* When a visitor clicks a custom redirect any completion actions associated with the custom redirect will trigger.
- \* Custom redirects will continue to work if they are deleted in Pardot.
- \* When a visitor converts to a prospect completion actions on a custom redirect will trigger
- \* Custom redirects are great for linking to files or pages you do not host.

#### QUESTION 87

Can we connect Twilio SMS Center via Pardot Connector?

- \* True
- \* False

#### QUESTION 88

LenoxSoft is using a repeating Engagement Studio program to send prospects who complete a specific form a series of emails, increase the prospect score when the emails are engaged with, and notify an assigned user if the call to action in the email is completed. Prospects should only repeat the program when the form is completed again.

How should LenoxSoft add the prospects?

- \* By using a static list on the form's completion action that is used as the recipient list on the program, then remove prospects from the static list before every end step in the program.
- \* By using an automation rule to add prospects to a static list based on the form being completed, then use that list as the recipient list on the program.
- \* By creating a dynamic list based on the form being completed and use that list as the distribution list on the program.
- \* By using a static list on the form's completion action, then start the program with a 'Form Completed' trigger so only prospects who completed the form will get the follow up actions.

#### QUESTION 89

LenoxSoft is considering moving from a shared IP address to a dedicated IP address.

What requirement would support advising them to move to a dedicated IP?

- \* LenoxSoft sending a quarterly emails to 100,000 prospects
- \* LenoxSoft's database growing by 500,000 prospects
- \* LenoxSoft creating 20 new Engagement Programs
- \* LenoxSoft sending more than 100,000 emails a month

#### QUESTION 90

LenoxSoft asks you about whether filtered prospects will be affected if they are registering for an event using your WebEx connector. What advice do you give them? You simply remind them that since registering for an event is a completion action it will always run when a form is filled out.

- \* Filtered prospects will not be registered for a webinar through a Pardot form since 'Register for a webinar' completion action and Pardot prospects who are filtered do not have completion actions applied to them.

- \* That may happen occasionally, but they shouldn't worry too much since most filtered prospects are usually staff members.
- \* Filtered prospects for the webinar either by removing the filter or having the filtered prospects register through the WebEx registration form itself.
- \* Filtered prospects will not be registered for a webinar through a Pardot form, but you can still register your

### QUESTION 91

LenoxSoft is launching a new customer newsletter and wants to ensure prospects who receive their product launch announcements are able to express interest in opting in to receive the newsletter as well. Which feature should meet their needs?

- \* Salesforce Engage and CRM Visible List
- \* Static Public List and Automation Rule
- \* Email Preference Center and Static Public List
- \* Email Preference Center and Dynamic Public List

### QUESTION 92

Which one is Pardot Event Connector

- \* Eventbrite
- \* Eventor
- \* EventMe
- \* TheEvents

### QUESTION 93

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- \* Send using the form's completion actions.
- \* Send using an automation rule
- \* Use a dynamic list to use as a recipient list on an email send.
- \* Send using a segmentation rule.

### QUESTION 94

Which editions of Pardot provides Business Units and Einstein functionalities

- \* All
- \* Pardot Plus Edition and Pardot Advanced Edition
- \* Only Pardot Advanced Edition and it includes unlimited Business Units
- \* Only Pardot Advanced Edition and it includes 2 Business Units, then each subsequent costs 2 000\$/month

### QUESTION 95

LenoxSoft has a training portal for customers. A Pardot page action changes a Prospect's Engagement custom field to Engaged for any prospects who views the page. Customer who regularly engage with the portal have more success with the platform, and those with low engagement have a high rate of attrition. To encourage engagement with the portal, Lenoxsoft wishes to use this custom field as the basis to develop a Training Engagement Program that encourages prospects to sign up for a live webinar which promotes the portal. They have the following requirements. Prospects with no Engagement custom field value should be added to the Training Engagement Program; If Prospects register for the Webinar and view the training portal, they are removed from the Training Engagement Program What steps should Lenoxsoft take to achieve these requirements?

- \* Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if::

Add to List

\* Create a dynamic list with the criteria :: Webinar:: Successful & Custom Prospect custom field::

engagement:: engaged :: Action of:: Remove from list

Create an automation rule with the criteria :: Prospect custom field : engagement:: blank:: Action if::

Add to List

\* Create a completion action with the criteria :: Webinar:: Successful & Custom Prospect custom field ::

engagement:: engaged :: Action of:: Remove from list

Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if::

Add to List

Create a segmentation rule with the criteria :: Webinar:: Successful & Custom Prospect custom field ::

engagement:: engaged :: Action of:: Remove from list

\* Create an automation rule : Prospect custom field [Engagement] is blank | Add to List Create an automation rule: Prospect webinar is attended webinar AND Prospect custom field

[Engagement] is engaged | Remove from list

## QUESTION 96

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?

- \* Run an Automation rule where the criteria is Prospect Time Last activity Days ago is greater than 90 day.
- \* Run a Segmentation rule where the criteria is Prospect Time Last activity Days ago is greater than 90 days.
- \* Run a Dynamic List where the criteria is Prospect Time Created Days ago is greater than 90.
- \* Run a Dynamic List where the criteria is Prospect Time Last activity Days ago is greater than 90.

## QUESTION 97

Recommend a model to route qualified and unqualified leads across the business. Place in order from most qualified to least qualified lead. A.Low Grade | Low Score B.High Grade | Low Score C.High Grade | High Score D.

Low Grade | High Score

- \* CDAB
- \* ABDC
- \* CBDA
- \* CDBA

## QUESTION 98

LenoxSoft has a requirement to provide visitors to their website a consistent transition between their own hosted, branded web assets

and LenoxSoft Pardot forms and assets.

What should be implemented to meet this requirement?

- \* IP allowlist
- \* Tracker domain
- \* Custom redirects
- \* Page actions

[https://help.salesforce.com/articleView?id=sf.pardot\\_admin\\_tracker\\_domain\\_parent.htm&type=5](https://help.salesforce.com/articleView?id=sf.pardot_admin_tracker_domain_parent.htm&type=5)

### QUESTION 99

You want to assign prospects to a specific sales user when that prospect submits a form and is from region EMEA. What tool do you need to use? [Choose one answer]

- \* Segmentation Rule
- \* Completion Action
- \* Dynamic List
- \* Automation Rule

### QUESTION 100

What is required when sending a Pardot email from an assigned user?

- \* There must also be a general or specific user as a sender.
- \* The assigned user must be connected through user sync.
- \* The email must also contain assigned user merge fields.
- \* All prospects on the recipient list must be assigned to a user.

## Salesforce Pardot Consultant Exam

The Salesforce Pardot Consultant exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience with the Pardot application and demonstrate the knowledge and expertise in Discovery, Account Configuration, Lead Generation, Automating Business Processes, Email Marketing, Lead Qualification, Personalizing the Prospect Experience, Reporting, and Salesforce Engage.

### **Pardot-Consultant Exam with Accurate Salesforce Certified Pardot Consultant PDF Questions:**

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