



Salesforce Certified  
Pardot Consultant



**EXAMKILLER**

Help Pass Your Exam At First Try

# **Sales force**

## **Exam Certified-Pardot-Consultant**

### **Salesforce Certified Pardot Consultant (SP23)**

Version: 14.0

**[ Total Questions: 264 ]**

**Question No : 1**

LenoxSoft is in the planning stages of rolling out an account-based marketing strategy. What initial action should they take?

- A. Develop dynamic content based on lead fields.
- B. Convert all existing leads into contacts to tie to accounts.
- C. Identify attributes of the key accounts they want to target.
- D. Create all contacts as campaign members in one campaign.

**Answer: C**

**Question No : 2**

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.

**Answer: B**

**Question No : 3**

Upon provisioning Pardot, LenoxSoft's Salesforce administrator identifies that a new user, B2BMA Integration, is created. What would be the explanation for this new user?

- A. B2BMA Integration is an automatically provisioned user that sends data to Einstein Analytics for B2B Marketing.
- B. B2BMA Integration is an automatically provisioned user that enables user sync from Salesforce to Pardot.
- C. B2BMA Integration is an automatically provisioned user that connects to Salesforce to sync data.
- D. B2BMA Integration is an automatically provisioned user that creates Engagement History objects in Salesforce.

**Answer: C**

**Question No : 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.

**Answer: C**

**Question No : 5**

Lenoxsoft wants to continue to use their existing forms. Pardot form handlers cannot be used due to the encryption placed on them. However, Lenoxsoft wants all future leads or contacts converted via their existing forms to be created as prospects in Pardot with their Pardot campaign set to Salesforce connector. With this restriction outlines, Lenoxsoft wants to build an automated process with the following requirements: - New prospects are added to the New Lead engagement program and remain until they reach a score of 100 - Once prospects reach a score of 100, they should no longer receive emails from the New Lead engagement program. Based on the above, which process should the Consultant recommend?

- A. Build a Dynamic List:: Prospect Campaign is :: Salesforce Connector and prospect score:: is less than:: 100, Action:: add to list.
- B. Build a Segmentation rule :: Prospect Campaign is :: Salesforce Connector and Prospect Score :: is more than :: 100, Action :: add to list
- C. Build an Automation rule :: Prospect Created Date ago is :: 100 :: and prospect score:: is less than :: 10, Action :: add to list
- D. Build an Automation rule :: Prospect Campaign is :: Salesforce is:: Salesforce Connector and prospect score :: is less than :: 100, Action :: add to list

**Answer: A**

**Question No : 6**

Select available Social Media Connectors

- A. Twitter
- B. Facebook
- C. CD LinkedIn
- D. AddThis
- E. FullContact

**Answer: D,E**

**Question No : 7**

Can Marketing both Import and Export Prospects?

- A. True
- B. False

**Answer: A**

**Question No : 8**

How often does Pardot check for changes in Salesforce

- A. 5 minutes
- B. 1 hour
- C. 2 minutes
- D. 10 minutes

**Answer: C**

**Question No : 9**

How many Engagement Programs can run at one time

- A. Always 100
- B. Pardot Growth Edition: 20 Pardot Plus Edition: 100 Pardot Advanced Edition: 200
- C. Pardot Growth Edition: 100 Pardot Plus Edition: 150 Pardot Advanced Edition: 200
- D. Pardot Growth Edition: 20 Pardot Plus Edition: 50 Pardot Advanced Edition: 100

**Answer: B**

**Question No : 10**

What is true about Dynamic Content? [Choose three answers]

- A. You can add up to 25 variations of content
- B. You can base variations on Scoring Categories
- C. You can add dynamic content to web pages
- D. You can use dynamic content in subject lines

**Answer: A,C,D**

**Question No : 11**

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

**Answer: B**

**Question No : 12**

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?

- A. Create an automation rule with the criteria :: Prospect custom field : engagement:: blank:: Action if:: Add to List
  - B. 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

**C.** 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  
**D.** 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

**Answer: B**

#### Question No : 13

What type of Pardot field should you sync Salesforce Phone field

- A. Phone
- B. Text
- C. Number
- D. You can't do this

**Answer: B**

#### Question No : 14

"LenoxSoft wants to send an email to existing customers about a new product offering and will be using Handlebars Merge Language (HML) merge fields to personalize the email content. They are concerned some of the recipient prospect records may not have all of the fields populated that will be used to personalize the content.

What two options could be implemented to prevent empty field values from appearing in the email?

Choose 2 answers

- A. Define default mail merge values for fields
- B. Use HML conditional logic statements
- C. Use HML merge field modifiers
- D. Define page actions to replace field values

**Answer: D**

**Question No : 15**

With Pardot, what is the recommended way to measure the success of an email campaign?

- A. Click Through rate
- B. Email Complain Rate
- C. HTML Open Rate
- D. Spam complaints.

**Answer: A**

**Question No : 16**

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".

**Answer: C**

**Question No : 17**

A Salesforce Engage user is on their way to a customer offsite. The user just had a conference call on their smartphone and closed a new customer.

How could the sales rep remotely and immediately begin the onboarding nurture process for this new customer?



- A. Use the Salesforce Mobile App "Send an Email" button.
- B. Use the Salesforce "Send Pardot Email" button.
- C. Use the Salesforce "Add to Nurture" button.
- D. Use the Salesforce Mobile App "Add to Nurture" button.

**Answer: C**

**Question No : 18**

Which one is Pardot Video Connector

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

**Answer: B**

**Question No : 19**

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

**Answer: B,D**

**Question No : 20**

There are a number of unassigned prospects in the Lenoxsoft database that have not been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100. What automatic workflow can be created to prevent them from getting assigned?

- A. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

- B.** Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C.** Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days
- D.** Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

**Answer: C**

**Question No : 21**

What would an Administrator set up to have a document automatically download after a successful form completion?

- A.** Include a link to the content in the Thank You Content of the form.
- B.** Redirect the prospect to a landing page that has a link to download the content by checking the box labelled "Redirect the prospect instead of showing the form's Thank You Content."
- C.** Redirect the prospect directly to the URL of the content by checking the box labeled "Redirect the prospect instead of showing the form's Thank You Content."
- D.** Create an email template that includes a link to your document. On your form, add a completion action to "Send autoresponder email" and select the email template that includes the document.

**Answer: D**

**Question No : 22**

LenoxSoft is moving their forms from an external vendor into Pardot. The forms contain both default and custom fields. They want the forms to be hosted by Pardot for tracking purposes, but want to retain the same look and feel.

Which two actions should be taken to achieve this?

Choose 2 answers

- A.** Import the list of custom fields used on their forms to create the fields in Pardot.
- B.** Create the existing form links as custom redirects in Pardot for tracking.
- C.** Migrate the HTML and CSS of the current form into a new Pardot layout template.
- D.** Create the custom fields needed for the forms individually in Pardot.

**Answer: C,D**

**Explanation:**

[https://help.salesforce.com/articleView?id=sf.pardot\\_automation\\_page\\_actions.htm&type=5](https://help.salesforce.com/articleView?id=sf.pardot_automation_page_actions.htm&type=5)

**Question No : 23**

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

**Answer: D**

**Question No : 24**

LenoxSoft wants to evenly assign prospects to their Sales team that meets either set of qualification criteria: Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater than C+ and score is greater than 150. What ways would you recommend in this scenario?

- A. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- B. Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- C. Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- D. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin

**Answer: B**

**Question No : 25**

What is true about Pardot tracking? [Choose two answers]

- A. The code is generated from a Salesforce campaign
- B. Visitor filters can be added to Pardot to restrict tracking (clicks, visits, email notifications etc) from certain IP addresses
- C. Cookies will always expire after 10 years
- D. Visitors and prospects that have "do not track" settings enabled on their browser will not have their activities tracked while on your site.

**Answer: B,D**

**Question No : 26**

The sales team has identified a group of leads who would be a good fit to purchase, but are not yet ready to do so.

What should the marketing team do with these leads until they are ready to purchase?

- A. Add the prospects to a suppression list to keep them from receiving marketing emails until they are ready to purchase.
- B. Reset the prospect's score to 0 and reassign to sales once they submit a form to show interest.
- C. Send the prospects a monthly newsletter with product demos or free trial offers.
- D. Create an engagement program to send educational content and notify sales if they engage.

**Answer: A**

**Question No : 27**

- A. Repeat Rule
- B. Automation Criteria
- C. Repeat Settings
- D. Loop Settings

**Answer: A**

**Question No : 28**

Select three available Pardot Editions

- A. Pardot Growth
- B. Pardot Plus
- C. Pardot Professional
- D. Pardot Advanced
- E. Pardot Ultimate
- F. Pardot Standard

**Answer: A,B,D**

**Question No : 29**

LenoxSoft offers a range of products and each product has a unique website with a custom domain. They want to build landing pages in Pardot for upcoming webinars that appear to have a webpage URL that appropriately coordinates with the featured product.

What should be done to ensure each landing page URL looks like it is a part of the unique product website?

- A. Create a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.
- B. Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page.
- C. Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.
- D. Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.

**Answer: C**

**Question No : 30**

LenoxSoft's corporate marketing team has Pardot users who are users in all of their five Pardot Business Units. User A primarily focuses on the North American business unit (BU), but is asked to review a new Engagement Studio program in the European BU before the European marketing team resumes the program.

How would user A accomplish this?

- A. Instruct the user in the European BU to take a screenshot and email it to them to review.
- B. Use the BU switcher in the North America BU to switch to Europe.
- C. Create a custom user role in the European BU with access to the folder the program is in.
- D. Log out of the North American BU and log into the European BU to review the program.

**Answer: B**

**Question No : 31**

Why should a company assign prospects in Pardot via Salesforce active assignment rules instead of using other Pardot assignment actions?

- A. The ability to allow Salesforce to overwrite an assigned user in Pardot
- B. The ability to use existing complex Salesforce lead routing processes
- C. The ability to assign prospects via automation instead of manually
- D. The ability to assign prospects based on specific criteria being met

**Answer: D**

**Question No : 32**

LenoxSoft's marketing manager needs to determine the number of submissions that have come through a form on a Pardot landing page. Which two places could this information be found?

Choose 2 answers

- A. The sum of total conversions from the form and landing page reports.
- B. The Engagement Dashboard in B2B Marketing Analytics.
- C. The total submissions reflected on the landing page report in Pardot.
- D. The total submissions reflected on the form report in Pardot.

**Answer: B,C**

**Question No : 33**

What can you do in Advanced Section of Look and Feel step in Pardot Form

- A. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect

- B. PI Enable explicit bot protecting using reCAPTCHA
- C. Include "Not you?" link to allow visitors to reset the form
- D. Disable autoresponder emails on this form

**Answer: A,B,C**

**Question No : 34**

LenoxSoft is migrating prospects from an external email vendor Into Pardot. They have record of which prospects have hard bounced within the last 6 months.

What should they do after importing the bounced prospects into Pardot in order to maintain their data integrity, but still be able to track the prospects?

- A. Ensure the Do Not Email field on the prospects is selected.
- B. Add the prospects to a "Bounced Prospects" list for suppression.
- C. Send the prospects an email to see if their email addresses are valid.
- D. Delete the prospects so they can't be emailed through Pardot.

**Answer: A**

**Question No : 35**

LenoxSoft wants to optimize asset usage while discovering new audiences. What tool should they use?

- A. Einstein Lead Score
- B. Einstein Campaign Insights
- C. Pardot Business Units
- D. Einstein Behavior Scoring

**Answer: B**

**Explanation:**

[https://help.salesforce.com/articleView?id=sf.pardot\\_einstein\\_campaign\\_insights.htm&type=5](https://help.salesforce.com/articleView?id=sf.pardot_einstein_campaign_insights.htm&type=5)

**Question No : 36**