

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

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#### QUESTION 1

Select three available Pardot Editions

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

Correct Answer: ABD

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#### 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

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#### QUESTION 3

There is limitation of 50 forms and 50 landing pages in Pardot Growth Edition and also you can't create more than one Scoring Category in this edition

- A. True
- B. False

Correct Answer: A

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#### QUESTION 4

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?

- A. LenoxSoft sending a quarterly emails to 100,000 prospects
- B. LenoxSoft's database growing by 500,000 prospects
- C. LenoxSoft creating 20 new Engagement Programs
- D. LenoxSoft sending more than 100,000 emails a month

Correct Answer: D

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#### QUESTION 5

LenoxSoft has very specific lead qualification criteria that must be met before assigning prospects to a sales rep:

1.

The prospects must be located in Georgia or Florida.

2.

The prospects must submit their "Request a Demo" form.

When this criteria is met, they want to automatically assign the prospects to a sales rep. "State" is a required field on the "Request a Demo" form.

How should LenoxSoft automate assigning these leads?

- A. Create a completion action on the "Request a Demo" form with the action to assign to user.
- B. Add a completion action on the form to notify Admin, who manually assigns the prospect.
- C. Export the form submission report and import, assigning to the correct user upon import.
- D. Run an automation rule to assign based on the "Request a Demo" submission and State field.

Correct Answer: D

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#### QUESTION 6

which two considerations should be made when implementing an account-based marketing strategy?

Choose 2 answers

- A. Account-based marketing completely replaces broad-based marketing.
- B. Account-based marketing is only a good fit for certain industries.
- C. Account-based marketing can be implemented in stages.
- D. Account-based marketing personalizes experiences for prospects.

Correct Answer: CD

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#### QUESTION 7

Lenoxsoft uses their existing email sending platform to send a monthly promotional email to subscribers on the 15th of each month. They are beginning their Pardot implementation on the 5th and must send the email on time. They have asked to focus on the minimum setup in Pardot in order to meet their email send deadline.

Based on the above constraints, what should the Consultant determine to be the first steps in Pardot?

- A. Set up a Pardot campaign, import necessary subscriber lists, and transfer email templates to Pardot.
- B. Implement Pardot tracking code, set up email authentication, and create page actions for website views.
- C. Create a folder structure, import, and map sales users, and transfer email templates into Pardot.
- D. Set up email authentication, import necessary subscriber lists, and transfer email templates into Pardot.

Correct Answer: D

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#### QUESTION 8

What is true about grading? [Choose two answers]

- A. A prospect can be associated to multiple profiles.
- B. You cannot change the default profile criteria
- C. Matching or unmatching a criteria will result in an increase or decrease of the grade by , or 3/3 of a grade.
- D. All prospects start with a grade of D.

Correct Answer: CD

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#### QUESTION 9

When you go to View HTML code section at selected Form record you can only see the iframe tag

- A. True
- B. False

Correct Answer: A

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#### QUESTION 10

How many variations of Dynamic Content it is possible to create

- A. A-Z (25)

B. A-C (3)

C. 10

D. A/B (2)

Correct Answer: A

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#### QUESTION 11

LenoxSoft wants to foster a closer relationship between customers and their customer success team. Each customer account is owned by a LenoxSoft success team member, who should be the sender of all Pardot emails sent to any contacts at that account.

Which setting would make the Pardot email send from the appropriate success team member?

- A. Set the sender of the email as a specific user.
- B. Set the sender of the email as a custom CRM user.
- C. Set the sender of the email as the account owner.
- D. Set the sender of the email as the assigned owner.

Correct Answer: C

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#### QUESTION 12

A marketing user wants an automated way to notify the assigned user whenever a prospect submits a specific form. However, this form has been active for six months so they want to make sure notifications will only go out for prospects that submit the form moving forward.

What should be created to notify the assigned user?

- A. Segmentation rule based on the form submission
- B. Automation rule based on the form submission
- C. Dynamic list based on the form submission
- D. Completion action on the form submission

Correct Answer: D

<https://www.pardot.com/blog/completion-actions/>

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#### QUESTION 13

LenoxSoft noticed they are getting a much higher unsubscribe rate and suspect it is due to bot activity. What should a consultant recommend to help prevent automatic unsubscribes from email scanners?

- A. Enable two-click unsubscribe in Pardot.
- B. Move the unsubscribe link to the header of the email instead of the footer.
- C. Immediately send prospects the resubscribe email template.
- D. Apply a  
tag to the unsubscribe link so scanners ignore it.

Correct Answer: B

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#### QUESTION 14

Which are true about Custom Objects in Pardot?

- A. You can create and sync a custom object from anything that is linked to a contact, lead, or account in your CRM
- B. You can create and sync a custom object from any object in Salesforce
- C. You can create and sync a custom object from anything that is linked lead and contact, but can't be linked to account due to high risk of errors
- D. You can create and sync a custom object from anything that is linked to a contact, lead and account in your CRM at the same time

Correct Answer: A

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#### QUESTION 15

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

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