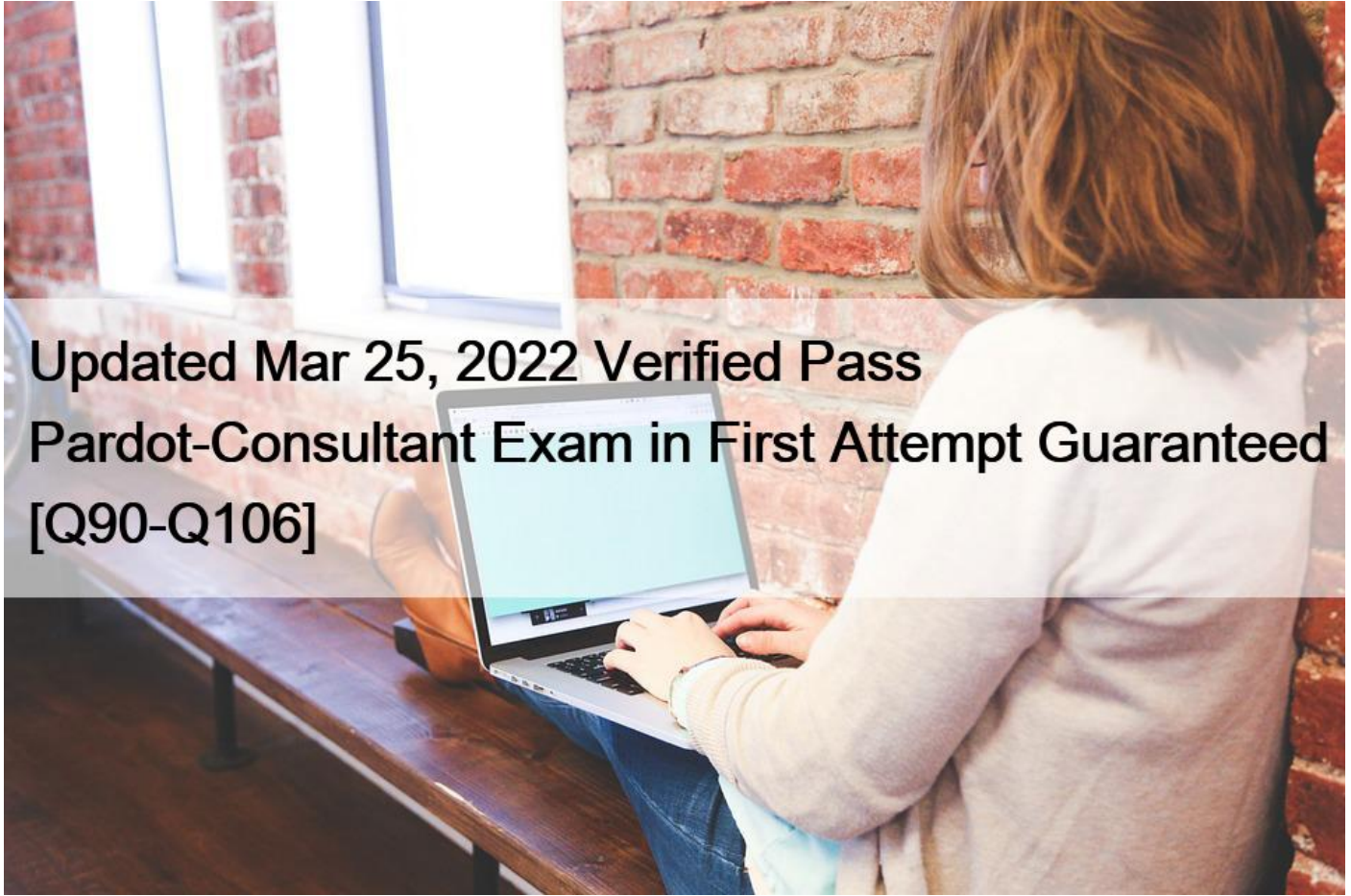


Updated Mar 25, 2022 Verified Pass Pardot-Consultant Exam in First Attempt Guaranteed [Q90-Q106]



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Free Pardot-Consultant Sample Questions and 100% Cover Real Exam Questions (Updated 241 Questions)

NO.90 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?

* Build a Dynamic List:: Prospect Campaign is :: Salesforce Connector and prospect score:: is less than::

100, Action:: add to list.

* Build a Segmentation rule :: Prospect Campaign is :: Salesforce Connector and Prospect Score :: is more than :: 100, Action :: add to list

* Build an Automation rule :: Prospect Created Date ago is :: 100 :: and prospect score:: is less than :: 10, Action :: add to list

* Build an Automation rule :: Prospect Campaign is :: Salesforce is:: Salesforce Connector and prospect score :: is less than :: 100, Action :: add to list

NO.91 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.

NO.92 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

NO.93 How many Engagement Programs can run at one time

- * Always 100
- * Pardot Growth Edition: 20 Pardot Plus Edition: 100 Pardot Advanced Edition: 200
- * Pardot Growth Edition: 100 Pardot Plus Edition: 150 Pardot Advanced Edition: 200
- * Pardot Growth Edition: 20 Pardot Plus Edition: 50 Pardot Advanced Edition: 100

NO.94 When warming a dedicated IP, what would support good delivery rates with initial email sends and build the IP's sending reputation?

- * Segment internal employees with high scores for initial email sends.
- * Segment prospects with free email service providers for initial email sends.
- * Segment the best and most active contacts for initial email sends.
- * Segment cold prospects with a low score to reengage for initial email sends.

NO.95 How many CRM connectors can be active simultaneously in Pardot?

- * One each type
- * Many, but only Salesforce
- * One
- * There are no restrictions about that

NO.96 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

NO.97 A consultant wants to design an automated grading system to increase efficiency and lead relevancy for LenoxSoft. Relevant leads have a Director's job title and are in the Technology industry.

How should they design this automation strategy?

- * Create a Director's scoring category, an automation rule to set the profile, and a second automation rule to increase their grade if industry is Technology.
- * Create a Director's profile, an automation rule to set the profile, and click the thumbs up or thumbs down icons on a prospect's Profile tab to set criteria matches.

- * Create a Director's profile, an automation rule to set the profile, and a second automation rule to increase their grade if industry is Technology.
- * Create a Director's profile, an automation rule to set the profile, and a second automation rule to increase their score if industry is Technology.

NO.98 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.

NO.99 LenoxSoft's Salesforce org uses various record types for their business units. LenoxSoft wants all new data collected in Pardot to quickly be created in Salesforce with a single, specific record type. Which set of actions would ensure this behavior?

- * Automatically assign all prospects in Pardot and review the Salesforce Connector user's permissions.
- * Create an Engagement Program in Pardot and verify the Salesforce connector.
- * Manually assign all prospects in Pardot and verify the Salesforce connector
- * Regularly export data from Pardot and data load file into Salesforce

NO.100 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?

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

NO.101 Pardot's Permission Based Marketing Policy helps ensure your emails don't get flagged as spam. CAN-SPAM provisions include

- * Don't use false or misleading header information
- * Don't use deceptive subject lines
- * Identify the message as an ad
- * Tell recipients where you're located
- * Tell recipients how to opt out of receiving future email from you
- * Honor opt-out requests promptly
- * Monitor what others are doing on your behalf

NO.102 LenoxSoft has two business units (BUs): one that operates in France and another that operates in the United States. Salesforce users speak the language that aligns to their BU, and have Salesforce user profiles specific to their respective BU (ex. France Marketer).

What steps should the Pardot administrator take to align the Pardot user interface with the Salesforce user interface?

- * Create Pardot users by importing them into Pardot with their language preferences included in the CSV import file.
- * Create Pardot users manually and allow each user's language to be inherited from the BU's language preference in Account Settings.

- * Create Pardot users manually and set each user's language preference based on the BU and language they speak.
- * Create Pardot users through Salesforce User Sync in each BU and allow the user's language to be inherited from Salesforce.

NO.103 How are prospect that have started a wait step impacted when an entire engagement program is paused?

- * They will NOT continue to progress through the wait step and

once the engagement program is resumed the wait step will start where it left off.

- * They will continue through the wait step until they hit the end of it and once the engagement program is resumed, the prospect will immediately move on to the next step even if the engagement program pause was shorter than the wait step.
- * They will NOT continue to progress through the wait step and once the engagement program is resumed, they will start the wait step from the beginning.
- * They will continue to progress through the wait step until they hit the end of it and once the engagement program resumed, if it has been beyond the length of the wait step logic, the prospect will immediately move on to the next step.

NO.104 LenoxSoft uses a Salesforce web-to-lead form on their website for their Contact Us form. They want to integrate this form with Pardot and the following requirements:

- * Avoid duplicates in both Pardot and Salesforce.
- * Segment prospects based on form views and submissions.

Which lead generation strategy would answer both pre-requisites?

- * Maintain the current form
- * Use another third-party form
- * Set up a form handler
- * Replace with a Pardot form

NO.105 Which are true about Pardot Recycle Bin

- * Items in the recycle bin don't count toward usage limits
- * If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign
- * Admins can permanently delete prospects in the recycle bin. Pardot no longer tracks prospects when they're permanently deleted
- * A deleted prospect is restored when the Salesforce record it's syncing with is undeleted
- * Tags are deleted permanently and don't appear in the recycle bin
- * Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin
- * Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin

NO.106 Which are true about Engagement Program

- * If a prospect is removed from a list that a program uses, that prospect stops moving through the program
- * If you remove a prospect from a program's recipient list, and then add the prospect back later, they start where they left off in the program
- * If a prospect opts out of a list used for a program, they still move through the program, but don't receive program emails
- * When no new prospects are added to or processed in a program for 30 days, it becomes inactive
- * When merged prospects are members of the same engagement program, it's possible for one to skip steps or move through the same step twice. The new master prospect restarts a program from the step that any of its merged prospects touched most recently
- * A single rule step can evaluate up to five conditions
- * When no new prospects are added to or processed in a program for 365 days, it becomes inactive

You can read the Best Solution to prepare Pardot Consultant Certification Exam

There are many methods by which a person can prepare for the nonprofit cloud consultant exam. Some people prefer to watch tutorials and courses online, while others prefer to answer the questions from the Pardot-Consultant exam from the previous year, and some people use appropriate preparation materials to prepare.

All methods are valid, but the most useful way is to use Pardot-Consultant. The preparation stuff is a complete set that allows people to know every detail about the certification and fully prepare the candidates.

Certifications-questions is one of the reliable, verified and highly valued website that provides its online clients with highly detailed and related online exam preparation materials.

ExamcollectionPass offer you self-assessment tools that help you estimate yourself. Intuitive software interface The practical assessment tool for Pardot-Consultant includes several self-assessment features, such as timed exams, randomized questions, multiple types of questions, test history, and test results, etc. You can change the question mode according to your skill level. This will help you to prepare for a valid **Pardot-Consultant exam dumps**.

You can read the Pardot Consultant Certification Exam Requirements

The Salesforce Pardot consultant typically has at least 6 months of practical experience in implementing the Pardot application and associated tools. The Salesforce certified Pardot consultant has facilitation and consultancy skills to collect business requirements, design alternative solutions and implement them to meet business needs.

The Salesforce Pardot Consultant Candidate has the experience, skills, knowledge and skills to:

- Analyze the potential consolidation strategy of the existing client and make recommendations for the translation of Pardot.- Develop and recommend a scalable way to organize data and resources in Pardot.- Assign customer goals to Pardot functionality.- Recommend Pardot (Salesforce Engage) tools and features to implement a sales marketing strategy.- Take time to study the resources listed in this exam guide and any other study materials provided by Pardot.- Analyze the data generated in the Pardot reports to make recommendations to optimize the system.- Analyze the current lead generation strategy and make recommendations for translating Pardot.

A candidate for this exam should not be familiar with Marketing Cloud, Salesforce IQ, Analytics Cloud, Service Cloud, Communities Cloud or Salesforce Platforms and Apps. In addition, no candidate should make recommendations on Salesforce Sales Cloud implementation and configuration, Salesforce workflows, Salesforce triggers and reports, nor resolve DNS issues, the web hosting provider or the CMS client.

Salesforce Pardot Specialist credential is prerequisites for Pardot Consultant exam.

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