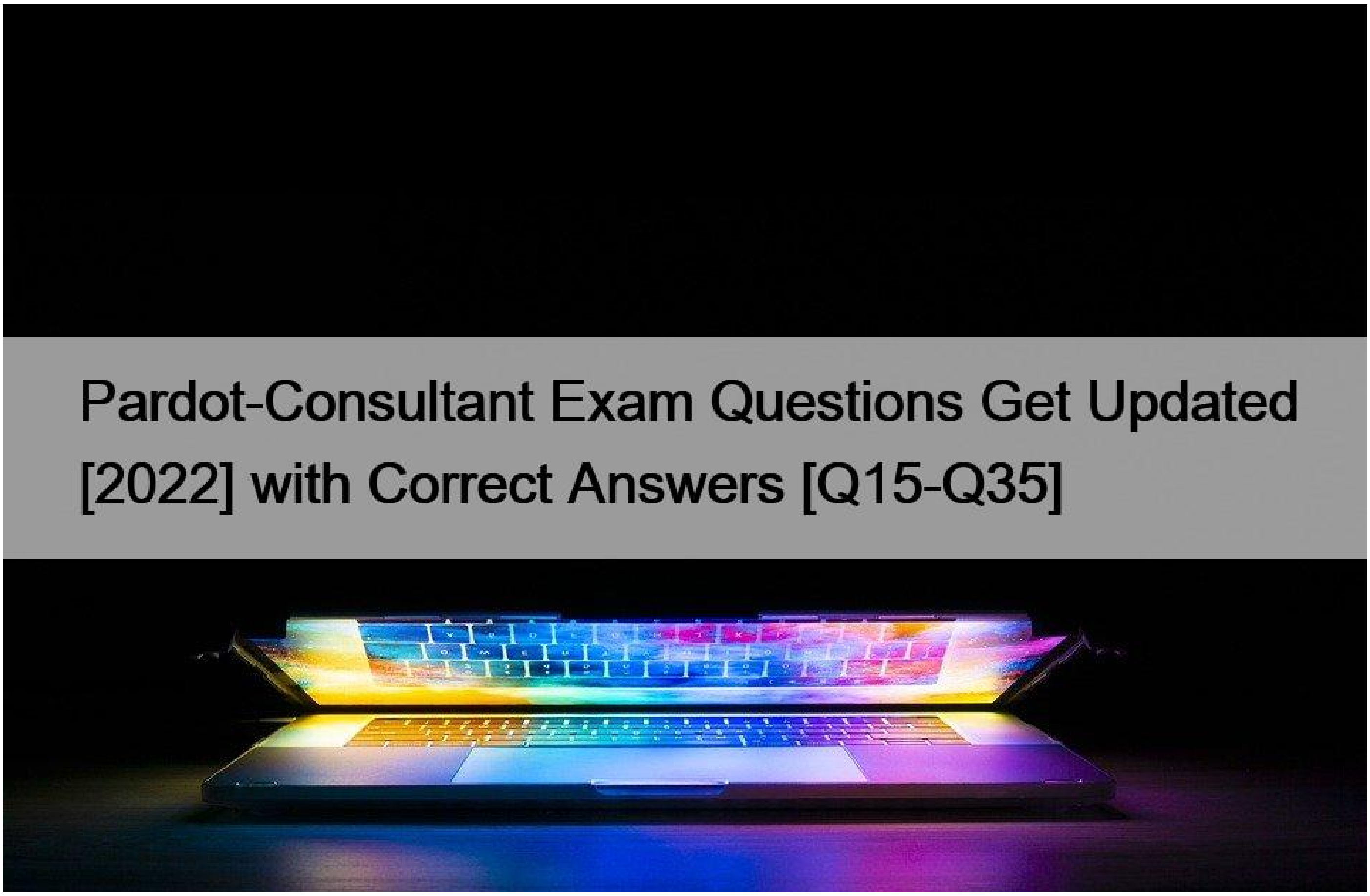
Pardot-Consultant Exam Questions Get Updated [2022 with Correct Answers [Q15-Q35



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The Salesforce Pardot Consultant program is designed for people with experience in implementing the Pardot application. The Salesforce Pardot consultant must have hands-on experience in Pardot administration and configuration and can successfully design and implement Pardot solutions that meet customers ?business requirements, are manageable and scalable and contribute to customers' long-term success. These credentials cover the scope of the Pardot application, the features and functions available to an end user, as well as the configuration and administration options available during a Pardot implementation.

NO.15 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.16 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?
* Import the HTML file into Pardot and apply it to the layout template
* Create a Pardot landing page and import HTML from the landing page HTML
* Create layout template and import HTML from the landing page URL
* Import the HTML file into Pardot and apply it to the landing page

NO.17 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.18 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
Explanation

https://help.salesforce.com/articleView?id=sf.pardot_admin_tracker_domain_parent.htm&type=5

NO.19 LenoxSoft is a global company interested in creating Pardot Business Units (PBUs) to support their regional needs. How should they to access PBU features?
* Move all users to Salesforce Lightning
* Purchase separate Pardot accounts
* Enable “Business Unit’connector setting
* Use the Pardot Lightning App
Explanation

https://help.salesforce.com/articleView?id=sf.pardot_sf_connector_pbus_parent.htm&type=5

NO.20 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?
* Enable two-click unsubscribe in Pardot.
* Move the unsubscribe link to the header of the email instead of the footer.
* Immediately send prospects the resubscribe email template.
* Apply a <blockquote> tag to the unsubscribe link so scanners ignore it.

NO.21 LenoxSoft wants to assign all new leads coming through their “Request a Demo” form and immediately notify the sales team to follow up via phone call within 3 days.

Which assignment workflow would meet these requirements?
* Add form completion actions to first assign to the user and then to create a Salesforce task.
* Add form completion actions to first assign to the assigned user and then to notify the user.
* Add form completion actions to add to the engagement studio program and notify the assigned user.
* Add form completion actions to send customized email with a call reminder to the sales user.

NO.22 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 “Contract” with a value of “Renewed” for prospects who have already renewed their product subscription or its “blank” 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?

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 “Contract” with a value of “Renewed” for prospects who have already renewed their product subscription or its “blank” 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?
* Build automation rules add criteria as Contact as blank add action as notify assigned user
* Build dynamic list add criteria as Contact as “Renewed” 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 “Renewed” add action as notify assigned user

NO.23 Prior to starting implementation, LenoxSoft wishes to consolidate all their data within Salesforce. They currently use three different systems, including Salesforce, to manage their customer dat a. All data does NOT currently reside in one system, and Lenoxsoft wants Salesforce to be the primary system for customer records. What is the first step Lenoxsoft should take to allow Salesforce to become the primary recordholder?
* Add custom prospect fields to Pardot and map to Salesforce.
* Import and merge existing records from all systems to Pardot
* Import and merge existing records from all systems to Salesforce
* Add custom account fields to Pardot and map to Salesforce

NO.24 What behavior is expected when the “Overwrite Prospect Opted Out field” Salesforce connector setting is enabled?
* Only users with an Administrator user role will be able to change the prospect field value.
* The record that was last updated sets the field value for a synced prospect.
* Only 200 records per day can be updated to overwrite the “Opted Out” field value.
* Opting out a prospect in Salesforce or Pardot deselects the “Do Not Email” field upon sync.
https://invadosolutions.com/marketing-automation-news/prospect-opted-out-field-and-sync-behavior-for-pardot-and-salesforce/

NO.25 There is Custom Field Type in Pardot called CRM User
* True
* False

NO.26 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 egagement 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.27 LenoxSoft wants to quickly identify sales-ready leads from a list of prospects that came by their booth at a recent event. How should their engagement program be structured?
* Send the least targeted content first, followed by more targeted content
* Send five emails exactly seven days apart, without any following steps
* Send emails using dynamic content based on prospect account fields
* Send highly targeted content first, followed by less targeted content

NO.28 How often does Pardot check for changes in Salesforce
* 5 minutes
* 1 hour
* 2 minutes
* 10 minutes

NO.29 What behavior is expected when the “Overwrite Prospect Opted Out field” Salesforce connector setting is enabled?
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Explanation

https://invadosolutions.com/marketing-automation-news/prospect-opted-out-field-and-sync-behavior-for-pardot-

NO.30 What is true about grading? [Choose two answers]
* A prospect can be associated to multiple profiles.
* You cannot change the default profile criteria
* Matching or unmatching a criteria will result in an increase or decrease of the grade by , or 3/3 of a grade.
* All prospects start with a grade of D.

NO.31 A Pardot customer uses a lot of landing pages for their lead generation strategy. They are creating a layout template and importing in HTML from their website to customize the look and feel of their landing pages. When placing a Pardot form on their Pardot landing page using this layout template, the form doesn’t appear.

What could be the issue?
* The landing page on a browser with the cookies cleared was not tested.
* The same layout template on both the form and the landing page was not used.
* The %%content%% variable tag in the layout template code was missing.
* The form HTML embed code in the layout template code was not used.

NO.32 LenoxSoft has two Pardot accounts: Account A and Account B.

Both accounts are syncing with the same Salesforce org. Their marketing teams have consolidated and have decided to merge Account B into Account A.

What action should they take to successfully complete the migration?
* Include prospect activity history from Account B in their prospect import if they want to retain it.
* Get a brand new Pardot org and migrate both Account A and Account B into it.
* Export existing custom field mappings to import desired fields into Account A.
* Manually rebuild any automations built in Account B in Account A.
Explanation

https://help.salesforce.com/articleView?id=000318300&type=1&mode=1

NO.33 There is Custom Field Type in Pardot called Date/Time
* True
* False

NO.34 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?
* Create a form and enable progressive profiling
* Create a form handler and enable progressive profiling
* Create a form handler for each white paper
* Create a form per white paper and enable progressive profiling

NO.35 What is true about page actions? [Choose three answers]
* You can define a page to be a priority page to highlight the activity to Sales reps and other users.
* It is possible to use URL wildcard by adding * to the end of the URL.
* You cannot use auto responder emails with page actions.
* You cannot set the prospect’s source campaign with page actions.