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Salesforce Pardot-Consultant

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QUESTION NO: 1

Select available Social Media Connectors

A. Twitter

B. Facebook

C. CD LinkedIn

D. AddThis

E. FullContact

ANSWER: D E

QUESTION NO: 2

"What record page layouts can the Send Engage Email button be added to?

A. Opportunity

B. Case

C. Contract

D. User

ANSWER: A

QUESTION NO: 3

LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Pardot to ensure a high deliverability rate in their initial Pardot email sends. Choose 2 answers:

A. The date LenoxSoft last compared data between the email provider and Salesforce.

B. How many emails a month were sent from the current email provider.

C. When was the last time a prospect was emailed in their current email provider.

D. Identify the currently mailable and unmailable prospects in their current email provider.

ANSWER: C D

QUESTION NO: 4

LenoxSoft recently enabled Pardot Campaign Influence Attribution Models in Salesforce. They want to understand which campaigns their prospects are interacting with right before an opportunity closes.

Which Campaign Influence Attribution model should they reference to understand this?

A. First Touch Model

B. Even Attribution Model

C. Last Touch Model

D. Salesforce Model

ANSWER: C

QUESTION NO: 5

What type of fields are not supported by the Pardot sync

A. Geolocation

B. Lookup Relationship

C. Date/Time

D. Time

E. Text Area (Rich)

F. Date/Time

G. Formula

H. External Lookup Relationship

ANSWER: A B E G H

QUESTION NO: 6

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: 7

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 ⅓, ⅔ or 3/3 of a grade.

D. All prospects start with a grade of D.

ANSWER: C D

QUESTION NO: 8

Select available Webinar Scoring Rules

A. Webinar Attended

B. Webinar Invited

C. Webinar Refusal

D. Webinar Registered

ANSWER: A B D

QUESTION NO: 9

A company uses multiple Pardot business units and wants to set up B2B Marketing Analytics.

What is considered true about using B2BMA with business units?

A. The app will create unique datasets for each business unit.

B. There is an option to create a unique app for each business unit or one joined app for all business units.

C. Each business unit can only have one associated B2B Marketing Analytics app.

D. Each dashboard will have an option to filter by business unit.

ANSWER: C

QUESTION NO: 10

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 data. 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?

A. Add custom prospect fields to Pardot and map to Salesforce.

B. Import and merge existing records from all systems to Pardot

C. Import and merge existing records from all systems to Salesforce

D. Add custom account fields to Pardot and map to Salesforce

ANSWER: C

QUESTION NO: 11

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

ANSWER: D

QUESTION NO: 12

Marketing is under pressure to provide their sales team with more leads. A Pardot administrator is looking at the Pipeline Dashboard Report in the B2B Marketing Analytics App and notices an extremely high number of prospects compared to Marketing Qualified Leads (MQLs).

Which two steps should increase the number of qualified leads being passed to sales?

Choose 2 answers

A. Improve prospect data by adding fields to existing forms and making them required.

B. Increase their scoring threshold to give the Sales team the most qualified leads.

C. Improve lead qualification efficiency by using automation rules for prospect assignment.

D. Increase gated content on the website to provide more scoring opportunities.

ANSWER: C D

QUESTION NO: 13

LenoxSoft is setting up a brand new Pardot business unit. They have identified a set of five users in Salesforce who will need to have Administrator roles in Pardot.

What should they do to provide these users access to Pardot?

A. Change each user's profile in Salesforce to the System Administrator role, which will create them as Administrator users in Pardot.

B. Provide each user with a unique activation link to create their own Administrator user records in Pardot.

C. Import the users into Pardot and select the Administrator role on their Pardot user records.

D. Add users to the Marketing Users group from Marketing Setup in Salesforce and map their user profiles to the Administrator roles.

ANSWER: C

QUESTION NO: 14

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: 15

What is true about the Salesforce connector [Choose two answers]

A. When connecting Pardot and Salesforce you only need to follow a connection wizard in Pardot.

B. You can connect Pardot to a Salesforce sandbox or production environment

C. Only lead, contacts and accounts are synchronized from Salesforce to Pardot

D. Email is the unique identifier unless "allow multiple Prospects with same email address" is enabled.

ANSWER: B D