



CRT-160^{Q&As}

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QUESTION 1

Lenoxsoft currently uses a manual sales engagement process where assigned users manually add leads to lists based on a lead status value of "New". The Sales Manager wishes to develop a Sales Engagement Program that streamlines this process and has the following requirements:

*

Only leads with a status of "New" can be added to the Program. A lead with a status of "In Progress" CANNOT be added.

*

Assigned users should be notified when a lead has opened an email.

Based on the above requirements, which is the best way to segment prospects for Lenoxsoft's Sales Engagement Program?

- A. Create a completion action based on the Lead Status field value.
- B. Create a dynamic list based on the Lead Status field value
- C. Create a segmentation rule based on the Lead Status field value
- D. Create an automation rule based on the Lead Status field value

Correct Answer: A

QUESTION 2

What does the calendar view on the dashboard display?

- A. Scheduled emails and past emails
- B. Scheduled emails
- C. Scheduled and past emails, events and webinars
- D. Scheduled and past emails, social posts, events and webinars

Correct Answer: D

QUESTION 3

Which two events can set a prospect's Pardot campaign? Choose 2 answers

- A. The Google Ads connector is configured to create and associate to Pardot campaigns
- B. A page action fires to associate the prospect to a campaign
- C. The Google Analytics connector is configured to create and associate to Pardot campaigns



D. A prospect matches dynamic list criteria

Correct Answer: BC

QUESTION 4

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.

Correct Answer: BD

QUESTION 5

Pardot can track visitors interactions and activities, even when they're pre-conversion, with:

A. Snippets

B. Elves

C. Tracking cookies

D. Email addresses

Correct Answer: C

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