PARDOT-CONSULTANT^{Q&As}

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QUESTION 1

You have been asked to create a form that gathers information from prospects. This information should be available in Pardot as well as a custom build community site. How would you achieve this?

A. Create a website form that integrates with a Pardot form handler, details are submitted to the community site using Pardot API.

B. Create a website form that submits the details to the community site and integrate it with a Pardot form handler.

C. Create a Pardot form and via an automation rule submit the details to the community site.

D. Create a Pardot form and via completion actions submit the details to the community site.

Correct Answer: B

QUESTION 2

LenoxSoft\\'s corporate marketing team wants to ensure their website visitors who originate from Europe are able to opt into having their website activity tracked. How could this be accomplished?

A. Remove tracking code from the website and create new sites for each country.

B. Create visitor filters for prospects that are known to be located in Europe.

C. Enable tracking opt-in preferences for visitors from specific countries.

D. Enable tracking opt-in preferences for all website visitors.

Correct Answer: B

QUESTION 3

LenoxSoft\\'s IT manager refuses to implement email authentication. The marketing entries so the company can successfully send emails from their Pardot account.

Which two benefits of email authentication should be discussed with the IT manag

Choose 2 answers

A. Authentication provides legal protection against email abuse complaints.

B. Authentication increases deliverability rates of emails sent through Pardot.

C. Authentication proves Pardot is a legitimate sender of LenoxSoft\\'s emails.

D. Authentication ensures the company\\'s sending IP will not appear on blocklists.

Correct Answer: AB

QUESTION 4

LenoxSoft wants a custom user role in Pardot that will allow a user to perform imports, but not to configure fields. In order to create this custom user role, they will copy an existing default user role that already has these permissions. Which default user role should be copied in order to maintain these permissions?

A. Sales

B. Marketing

C. Administrator

D. Sales Manager

Correct Answer: B

https://help.salesforce.com/articleView?id=sf.pardot_default_user_roles.htmandtype=5

QUESTION 5

You are creating a new series of pay per click ads and want to track where a prospect originates when they arrive at your website. How would you set this up?

A. Create a Pardot campaign for each pay per click ad and place the tracking code on the landing page

B. Create a custom redirect for each pay per ad click and and select a Pardot campaign for each custom redirect

C. Create a custom redirect for each pay per click ad and use a completion action to add the prospects to a list

D. Create a custom redirect for each pay per click ad and use an automation rule to add the prospects to a list

Correct Answer: B

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