



# PARDOT-CONSULTANT<sup>Q&As</sup>

Salesforce Certified Pardot Consultant

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#### QUESTION 1

How many Social Posting Connectors is it possible to create

- A. You can create as many Social Posting connectors as you want
- B. One each type
- C. Many but only one type
- D. You can't use any Social Posting connector

Correct Answer: A

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#### QUESTION 2

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

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#### QUESTION 3

LenoxSoft uses Salesforce Campaigns and wants to make sure their reports reflect engagement driven by Pardot marketing efforts as well as Salesforce driven activity on the campaign. Which features should they enable and utilize?

- A. Connected Campaigns and Campaign Influence
- B. Salesforce User Sync and Campaign Influence
- C. Connected Campaigns and Engagement Studio
- D. Campaign Influence and Marketing Data Sharing

Correct Answer: A

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#### QUESTION 4

What can you do in Advanced Section of Look and Feel step in Pardot Form

- A. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect



- B. PI Enable explicit bot protecting using reCAPTCHA
- C. Include "Not you?" link to allow visitors to reset the form
- D. Disable autoresponder emails on this form

Correct Answer: ABC

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#### QUESTION 5

Which are true about Custom Objects in Pardot?

- A. You can create and sync a custom object from anything that is linked to a contact, lead, or account in your CRM
- B. You can create and sync a custom object from any object in Salesforce
- C. You can create and sync a custom object from anything that is linked lead and contact, but can't be linked to account due to high risk of errors
- D. You can create and sync a custom object from anything that is linked to a contact, lead and account in your CRM at the same time

Correct Answer: A

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