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QUESTION 1

How are prospect that have started a wait step impacted when an entire engagement program is paused?

- A. 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.
- B. 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.
- C. They will NOT continue to progress through the wait step and once the engagement program is resumed, they will start the wait step from the beginning.
- D. 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.

Correct Answer: C

QUESTION 2

LenoxSoft dispatches service technicians to customer locations when their hardware is malfunctioning. After a service call, a customer service satisfaction rating is recorded and stored on the Case object in Salesforce. The LenoxSoft marketing team would like to use a high (>8) rating to classify a prospect as "Satisfied." Satisfied customers need to be automatically added to a specific engagement program for future up-selling.

What process would accomplish this in Pardot?

- A. Lookup field to copy the satisfaction rating from cases to contacts and map that field to Pardot prospects > Dynamic list where prospects match when the prospect has a satisfaction rating over 8 > Use the dynamic list as the recipient list on an engagement program
- B. Pardot custom object mapped to the Case object > Dynamic list where prospects match when the Case prospect custom object has a satisfaction rating over 8 > Use the dynamic list as the recipient list on an engagement program
- C. Pardot custom object mapped to the Case object > Static list and add all prospects whose Case prospect custom object has a satisfaction rating over 8 > Use the static list as the recipient list on an engagement program
- D. Workflow to copy the satisfaction rating from cases to contacts and map that field to Pardot prospects > Static list and add prospects who have a satisfaction rating over 8 > Use the static list as the recipient list on an engagement program

Correct Answer: B

QUESTION 3

How many variations of Dynamic Content it is possible to create

- A. A-Z (25)
- B. A-C (3)



C. 10

D. A/B (2)

Correct Answer: A

QUESTION 4

LenoxSoft's marketing manager needs to determine the number of submissions that have come through a form on a Pardot landing page. Which two places could this information be found? Choose 2 answers

- A. The sum of total conversions from the form and landing page reports.
- B. The Engagement Dashboard in B2B Marketing Analytics.
- C. The total submissions reflected on the landing page report in Pardot.
- D. The total submissions reflected on the form report in Pardot.

Correct Answer: BC

QUESTION 5

What three features in Pardot can utilize Handlebars Merge Language (HML) merge fields? Choose 3 answers

- A. User Notifications
- B. Social Posts
- C. Dynamic Content
- D. User Signatures
- E. Email Templates

Correct Answer: CDE

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