



CRT-160^{Q&As}

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QUESTION 1

How does Pardot identify the organizations listed in the Identified Companies table on the dashboard?

- A. Pardot uses what the visitor enters in the Company field of a form.
- B. Pardot uses the Source listed in the the UTM parameters.
- C. Pardot uses the domain listed in the visitor\'s email address.
- D. Pardot uses the visitor\'s IP address to run a reverse IP lookup.

Correct Answer: B

QUESTION 2

Pardot users can grant access to Pardot by clicking "Grant Access" from the request email they receive. How else can access to the account be provided?

- A. Hover over the person icon in Pardot and select "Grant Account Access"
- B. Create a new admin user for the Pardot Team Member
- C. Email Pardot Support with a customized access link
- D. Click the "Grant Pardot Access" link within Pardot Account Setting

Correct Answer: A

QUESTION 3

Why would you create a custom layout template for a landing page?

- A. You need to use the drag-and-drop builder to style your landing page.
- B. You have pre-existing HTML you want to use to style your landing page.
- C. You need the custom layout template to be able to track landing page views.
- D. The custom layout template contains the landing page\'s copyright information and must be included.

Correct Answer: B

QUESTION 4

What is Lead Qualification?(select two)

- A. The process of determining when a prospect is ready for follow up from your sales team.



- B. An automated set of actions that ensures your sales team gets a steady stream of purchase-ready prospects.
- C. The process of determining when a prospect is ready for follow up from your marketing team.

Correct Answer: AB

QUESTION 5

Which two metrics appear on the Monthly Cohort report?

- A. Visitor created in date range
- B. prospects created in date range
- C. Accounts created in a date range
- D. Opportunities created in date range

Correct Answer: BC

QUESTION 6

True or false: You can send a prospect email by using Completion Actions.

- A. True
- B. False

Correct Answer: B

QUESTION 7

What's involved in the technical set up?

- A. Implement Tracking Code
- B. Add Tracker Domain
- C. Implement DKIM and SPF
- D. Whitelist Sending IP
- E. All

Correct Answer: E

QUESTION 8

Prospects have what kind of relationship with Pardot campaigns?



- A. One to One
- B. One to Many
- C. Many to One
- D. Many to Many

Correct Answer: A

QUESTION 9

Which one of the below is NOT a valid reason to use a form handler, instead of a form?

- A. You are under strict instructions not to change your company's web site.
- B. You manage an existing complex form structure.
- C. It's easier to paste in one line of code than to design a new form.
- D. You want to post a form submission to more than one database.
- E. You use a third party form tool.
- F. You already use Salesforce Web2Lead forms.

Correct Answer: C

QUESTION 10

Which two pieces of criteria need to be met in order for a Pardot user to verify the Salesforce connector? Choose 2 answer:

- A. The user must have an Administrator role in Pardot.
- B. The user must have the administrator pardot credentials.
- C. The user must have the administrator's Salesforce credentials.
- D. The user must have the connectors user's Salesforce credentials.

Correct Answer: BC

QUESTION 11

What triggers a prospect record to sync from Pardot to the CRM? Choose 2 answers

- A. Landing page submission
- B. Mapping new custom fields



- C. Form submission
- D. Opening an email

Correct Answer: A

QUESTION 12

What are 2 ways to define a user's role?

- A. From the list view
- B. Through an automation rule
- C. During the import process
- D. Directly from the user record

Correct Answer: CD

QUESTION 13

A prospect believed to be on a drip program did not receive an email. What troubleshooting step could an Administrator take to determine why the prospect did not receive the email? Choose 3 answers

- A. Check the Profile tab to make sure the prospect has the right drip program profile.
- B. Check the Audits tab to see if the prospect was on the correct lists when the email was sent.
- C. Check the Lifecycle tab to confirm whether the prospect entered the drip program before the email was sent.
- D. Check the Overview tab to determine whether the prospect is unmailable.
- E. Check the Lists tab to determine whether the prospect is on the recipient list or any suppression lists.

Correct Answer: BDE

QUESTION 14

In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record? Choose 2 answer

- A. Shared tracking pixel
- B. Shared email address
- C. shared CRM ID
- D. Shared Assigned User ID

Correct Answer: BC



QUESTION 15

What causes a sync from Salesforce to Pardot?

- A. Updating a formula field in Salesforce
- B. Updating the record's assigned owner
- C. Prospect opens one to one email
- D. Updating a field on a contact record that does not have an email address

Correct Answer: B

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