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QUESTION 1

LenoxSoft offers a range of products and each product has a unique website with a custom domain. They want to build landing pages in Pardot for upcoming webinars that appear to have a webpage URL that appropriately coordinates with the featured product.

What should be done to ensure each landing page URL looks like it is a part of the unique product website?

- A. Create a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.
- B. Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page.
- C. Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.
- D. Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.

Correct Answer: C

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

Which editions of Pardot provides Business Units and Einstein functionalities

- A. All
- B. Pardot Plus Edition and Pardot Advanced Edition
- C. Only Pardot Advanced Edition and it includes unlimited Business Units
- D. Only Pardot Advanced Edition and it includes 2 Business Units, then each subsequent costs 2 000\$/month

Correct Answer: D



QUESTION 4

If someone opt-out\ do we need to delete this Prospect record?

- A. Yes, it is restricted by law
- B. False. It is restricted by law not to email them, but we still can track the activity

Correct Answer: B

QUESTION 5

Lenoxsoft needs to sync their Salesforce custom objects to Pardot prospects in order to run an automation rule. What is the first step in the process of setting up custom object syncing between the two systems?

- A. Create the Pardot custom object on the prospect level before the prospect Account level
- B. Configure the Salesforce custom object to relate to th
- C. Adjust the sync behavior on the pardot custom object to use the Salesforce value
- D. Perform a full Pardot database sync, prior to creating the Salesforce custom object

Correct Answer: B

QUESTION 6

What is essential to setup when you are implementing Pardot for the first time? [Choose three answers]

- A. Create and add a tracking code to the website
- B. Setup DNS for each used domain and validate the connection
- C. Setup tracker subdomain and validate it
- D. Choose which sender IP to use

Correct Answer: ABC

QUESTION 7

LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Pardot to ensure a high deliverability rate in their initial Pardot email sends. Choose 2

- A. Identify the currently mailable and unmailable prospects in their current email provider
- B. How many emails a month were sent from the current email provider



- C. The date LenoxSoft last compared data between the email provider and Salesforce
- D. When was the last time a prospect was emailed in their current email provider

Correct Answer: AD

QUESTION 8

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 9

A company uses multiple Pardot business units and wants to set up B2B Marketing Analytics.

What is considered true about using B2BMA with business units?

- A. The app will create unique datasets for each business unit.
- B. There is an option to create a unique app for each business unit or one joined app for all business units.
- C. Each business unit can only have one associated B2B Marketing Analytics app.
- D. Each dashboard will have an option to filter by business unit.

Correct Answer: C

QUESTION 10

"If an organization has several Pardot users who require direct login access to pi.pardot.com, what should be done before enabling user sync?"

- A. Create a custom user role for Pardot Only users in Pardot.
- B. Make sure the CRM username field on user records are empty.
- C. Set the users as Marketing user roles in Pardot before enabling user sync.
- D. Delete and recreate the specific users after enabling user sync.



Correct Answer: B

QUESTION 11

LenoxSoft wants to implement a form to be used in multiple places on their website, including their "Contact Us" page, for prospects to contact their team. To align with their lead generation strategy, they want to ask for additional information upon subsequent form submissions.

How should this be implemented with Pardot?

- A. Create a Pardot-hosted form and host it on a separate "Contact Us" landing page.
- B. Create a Pardot-hosted form and place it on the website using an iframe.
- C. Create a form handler and enable data kiosk entry mode.
- D. Create a form handler to link to an existing form on the website.

Correct Answer: C

https://help.salesforce.com/articleView?id=pardot_forms_kiosk_mode.htm&type=0

QUESTION 12

LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Pardot to ensure a high deliverability rate in their initial Pardot email sends. Choose 2

- A. The date LenoxSoft last compared data between the email provider and Salesforce
- B. How many emails a month were sent from the current email provider
- C. When was the last time a prospect was emailed in their current email provider.
- D. Identify the currently mailable and unmailable prospects in their current email provider.

Correct Answer: CD

QUESTION 13

Lenoxsoft wants individual engagement programs for each of their sales \\\"Status\\\" field values. They want to ensure as Status field values change, the prospect will automatically stop receiving the previous program and move to the next program to receive only the relevant content.

What solution would you recommend

- A. Test list
- B. Static list



C. Static list or Dynamic, both list can be used D. Dynamic list

Correct Answer: C

QUESTION 14

Select Assets that allow to Adjust prospects score

- A. Automation Rules
- B. Segmentation Rules
- C. PI Completion Actions
- D. Engagement Programs
- E. Tables

Correct Answer: ACD

QUESTION 15

A marketing user needs to recreate the same form in each of LenoxSoft's two business units (BUs).

How should the marketing user handle this task?

- A. Create the form in one BU, then logout. Next, login to the second BU, recreate the form and logout.
- B. Create the form in the first BU, then ask marketing users to copy the form into their separate BUs.
- C. Create the form in the first BU, then export the form and import it into each of the other two BUs.
- D. Create the form in one BU, then use the BU switcher and manually recreate the form in the second BU.

Correct Answer: C

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