



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

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### QUESTION 1

LenoxSoft is considering moving from a shared IP address to a dedicated IP address. What requirement would support advising them to move to a dedicated IP?

- A. LenoxSoft sending a quarterly emails to 100,000 prospects
- B. LenoxSoft's database growing by 500,000 prospects
- C. LenoxSoft creating 20 new Engagement Programs
- D. LenoxSoft sending more than 100,000 emails a month

Correct Answer: D

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### QUESTION 2

During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Pardot features are the minimum requirement for a successful Engagement Program?

- A. Email Authentication > Salesforce Connector > Email templates > Users > Engagement program
- B. CNAME > Salesforce connector > Email Templates > Lists > Engagement program
- C. CNAME > Email Authentication > Email templates > Lists > Engagement program
- D. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program

Correct Answer: C

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### QUESTION 3

There is Custom Field Type in Pardot called CRM User

- A. True
- B. False

Correct Answer: A

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### QUESTION 4

LenoxSoft has been using Pardot and Salesforce for one year and have enabled Einstein Behavior Scoring.

What guidance should the system administrator give to the LenoxSoft sales team so they can gain context into why their prospects are being scored the way they are?

- A. To always book a follow up call with prospects and record notes from the call in the Pardot Notes field for future



review.

B. To access the B2B Marketing Analytics app so they can look through the campaigns that the prospects have engaged with over the last year.

C. To read the behavior score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.

D. To read the lead score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.

Correct Answer: D

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#### QUESTION 5

Select available User Roles

A. Administrator

B. Sales User

C. Marketing Manager

D. CD Marketing

E. Sales

F. Sales Manager

Correct Answer: ADEF

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