PARDOT-CONSULTANT^{Q&As}

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QUESTION 1

LenoxSoft just purchased Pardot and will be migrating to Pardot from another marketing automation tool. On the initial kickoff call, the Marketing Manager shares their existing tool\\'s contract ends in 3 weeks. Given the accelerated timeframe, what is the recommended first step?

A. Install the Salesforce AppExchange Package and verify the Salesforce connector

B. Complete the technical setup items and create Pardot users. Conduct a Strengths Weaknesses Opportunities and Threats (SWOT) analysis of their current marketing strategies

C. Export all the data and assets from the existing tool

D. Salesforce Connector User has \\'Read1 permission to the custom object

Correct Answer: C

QUESTION 2

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.htmandtype=0

QUESTION 3

It is recommended that Email Preference Center should use more than one page level depth

A. True

B. False

Correct Answer: B

QUESTION 4

LenoxSoft would like to enable the Google AdWords connector in Pardot. Which of the following would you NOT advise them on before they enable the connector?

A. They should ensure their URL structures can handle parameters before verifying the connector.

B. The connector cannot be linked directly to an MCC account.

C. The connector will update all of their AdWords ads to include the tracking parameter, including those that were deleted or disabled.

D. The connector will make copies of their AdWords ads (not including those that were deleted or disabled) and include the tracking parameter in the URL for the new versions.

Correct Answer: C

QUESTION 5

What is true about grading? [Choose two answers]

A. A prospect can be associated to multiple profiles.

B. You cannot change the default profile criteria

C. Matching or unmatching a criteria will result in an increase or decrease of the grade by , or 3/3 of a grade.

D. All prospects start with a grade of D.

Correct Answer: CD

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