



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

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### QUESTION 1

Check the lowest and the highest available Prospect's score in Pardot

- A. D
- B. A+
- C. A
- D. F
- E. F

Correct Answer: AD

### QUESTION 2

LenoxSoft has a training portal for customers. A Pardot page action changes a Prospect's Engagement custom field to Engaged for any prospects who views the page. Customer who regularly engage with the portal have more success with the platform, and those with low engagement have a high rate of attrition. To encourage engagement with the portal, Lenoxsoft wishes to use this custom field as the basis to develop a Training Engagement Program that encourages prospects to sign up for a live webinar which promotes the portal. They have the following requirements.

1.

Prospects with no Engagement custom field value should be added to the Training Engagement Program

2.

If Prospects register for the Webinar and view the training portal, they are removed from the Training Engagement Program What steps should Lenoxsoft take to achieve these requirements?

- A. Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if:: Add to List
- B. Create a dynamic list with the criteria :: Webinar:: Successful and Custom Prospect custom field:: engagement:: engaged :: Action of:: Remove from list Create an automation rule with the criteria :: Prospect custom field : engagement:: blank:: Action if:: Add to List
- C. Create a completion action with the criteria :: Webinar:: Successful and Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from list Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if:: Add to List Create a segmentation rule with the criteria :: Webinar:: Successful and Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from list
- D. Create an automation rule : Prospect custom field [Engagement] is blank | Add to List Create an automation rule: Prospect webinar is attended webinar AND Prospect custom field [Engagement] is engaged | Remove from list

Correct Answer: B

### QUESTION 3



A marketing team is rolling out several pieces of content that will qualify leads as sales-ready and then gated behind Pardot forms. They want to be able to filter tables in Pardot by a prospect's interaction with each piece of content. What strategy would allow the team to do this?

- A. Build dynamic lists respectively based off of those form submissions.
- B. Add a form completion action to add prospects to the right Salesforce campaign.
- C. Track downloads in the form reports and build different lists for all submissions.
- D. Add a form completion action to apply a tag with the name of the piece of content.

Correct Answer: D

#### QUESTION 4

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- A. Send using the form's completion actions.
- B. Send using an automation rule
- C. Use a dynamic list to use as a recipient list on an email send.
- D. Send using a segmentation rule.

Correct Answer: A

#### QUESTION 5

Prior to starting implementation, LenoxSoft wishes to consolidate all their data within Salesforce. They currently use three different systems, including Salesforce, to manage their customer data. All data does NOT currently reside in one system, and Lenoxsoft wants Salesforce to be the primary system for customer records.

What is the first step Lenoxsoft should take to allow Salesforce to become the primary recordholder?

- A. Add custom prospect fields to Pardot and map to Salesforce.
- B. Import and merge existing records from all systems to Pardot
- C. Import and merge existing records from all systems to Salesforce
- D. Add custom account fields to Pardot and map to Salesforce

Correct Answer: C

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