



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

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### QUESTION 1

What is available to choose within Repeat Rule?

- A. Days before eligible to repeat rule
- B. Limit rule matches
- C. Certain Prospects
- D. Repetition Order

Correct Answer: AB

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### QUESTION 2

A customer has a CSV file of existing leads and contacts they want to import into Pardot as new prospects. Their Salesforce org contains duplicate leads and contacts with the same email address. They want to make sure the newly created prospects in Pardot are linked to specific lead and contact records in Salesforce. Their Pardot account allows multiple prospects with the same email address.

What import method should be recommended?

- A. Match records by CRM ID
- B. Match records by Account ID
- C. Match records by fuzzy match rules
- D. Q Match records by email address

Correct Answer: A

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### QUESTION 3

Lenoxsoft currently uses a manual sales engagement process where assigned users manually add leads to lists based on a lead status value of "New". The Sales Manager wishes to develop a Sales Engagement Program that streamlines this process and has the following requirements: - Only leads with a status of "New" can be added to the Program. A lead with a status of "In Progress" CANNOT be added. - Assigned users should be notified when a lead has opened an email.

Based on the above requirements, which is the best way to segment prospects for Lenoxsoft's Sales Engagement Program?

- A. Create a completion action based on the Lead Status field value.
- B. Create a dynamic list based on the Lead Status field value
- C. Create an automation rule based on the Lead Status field value
- D. Create a segmentation rule based on the Lead Status field value



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Correct Answer: B

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#### QUESTION 4

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 5

Which is true about Pardot File Hosting limits

- A. No limits at all
- B. Pardot Growth Edition: 100MB Pardot Plus Edition: 500MB Pardot Advanced Edition: 10GB
- C. Pardot Growth Edition: 1GB Pardot Plus Edition: 5GB Pardot Advanced Edition: 10GB
- D. Pardot Growth Edition: 500MB Pardot Plus Edition: 2GB Pardot Advanced Edition: 5GB

Correct Answer: B

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