Salesforce Pardot Consultant

1. "LenoxSoft's Salesforce org uses various record types for their business units. LenoxSoft wants all new data collected in Pardot to quickly be created in Salesforce with a single, specific record type.
Which set of actions would ensure this behavior?

A. Automatically assign all prospects in Pardot and review the Salesforce Connector user's permissions.

B. Create an Engagement Program in Pardot and verify the Salesforce connector.

C. Manually assign all prospects in Pardot and verify the Salesforce connector

D. Regularly export data from Pardot and data load file into Salesforce

Answer(s): A

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2. You are creating a new series of pay per click ads and want to track where a prospect originates when they arrive at your website. How would you set this up?

A. Create a Pardot campaign for each pay per click ad and place the tracking code on the landing page

B. Create a custom redirect for each pay per ad click and and select a Pardot campaign for each custom redirect

C. Create a custom redirect for each pay per click ad and use a completion action to add the prospects to a list

D. Create a custom redirect for each pay per click ad and use an automation rule to add the prospects to a list

Answer(s): B

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3. You want to assign prospects to a specific sales user when that prospect submits a form and is from region EME. What tool do you need to use? [Choose one answer]

A. Segmentation Rule

B. Completion Action

C. Dynamic List

D. Automation Rule

Answer(s): D

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4. LenoxSoft currently has prospect and customer data located in their current email provider, spread sheets 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 answers.

- [ ] 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.

Answer(s): C D

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5. The LenoxSoft marketing manager wants to report to the CEO each month the number of new leads generated and what types of assets are generating those new leads. Identify the Pardot reports and associated KPIs that would provide these metrics.
Choose 2 answers:

- [ ] A. Form Report: Impressions
- [ ] B. Lifecycle Report: New Prospects Created
- [ ] C. Form Report: Conversions

- [ ] D. Form Report: Submissions

Answer(s): B C

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6. LenoxSoft has two Pardot accounts: Account A and Account B. Both accounts are syncing with the same Salesforce org. Their marketing teams have consolidated and have decided to merge Account B into Account A.
What action should they take to successfully complete the migration?

A. Include prospect activity history from Account B in their prospect import if they want to retain it.

B. Get a brand new Pardot org and migrate both Account A and Account B into it.

C. Export existing custom field mappings to import desired fields into Account A.

D. Manually rebuild any automations built in Account B in Account A

Answer(s): D

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7. What is required when sending a pardot email from an assign user?

A. There must also be a general or specific user as a sender

B. The assigned user must be connected through user sync

C. The email must also contain assigned user merge fields.

D. All prospect on the recipient list must be assigned to a user

Answer(s): A

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8. Why should a company assign prospects in Pardot via Salesforce active assignment rules instead of using other Pardot assignment actions?

A. The ability to allow Salesforce to overwrite an assigned user in Pardot

B. The ability to use existing complex Salesforce lead routing processes

C. The ability to assign prospects via automation instead of manually

D. The ability to assign prospects based on specific criteria being met

Answer(s): D

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9. While reviewing the Velocity section of the Pipeline Report in the B2B Marketing Analytics App, a Pardot administrator notices that it is taking prospects an average of 30 days to get from the Visitor stage to the Prospect stage. The admin wants to decrease this to 15 days.
What next steps should decrease the transition time?

A. Offer more conversion points for visitors such as Pardot forms and landing pages.

B. Refine scoring and grading models to only give the Sales team the most qualified leads.

C. Improve lead qualification efficiency by using automation rules to pass leads over to Sales.

D. Create lead nurturing programs to help the Sales team nurture leads until their deals close.

Answer(s): B

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10. A pardot administrator wants to develop a better lead qualification strategy. The sales team only wants to reach out to C-level executives in the software industry and needs a way to determine how to prioritize those leads.
How should this goal be achieved in Pardot?

A. Create a dynamic list based on job title and industry and send to the sales team to filter and prioritize.

B. Run an automation rule to grade based on job title and industry and have users filter Salesforce lead views by grade.

C. Use an automation rule to notify the assigned user when leads with certain job titles and industries submit forms.

D. It Adjust the default scoring rules based on job title and industry and have users filter Salesforce lead views by score.

Answer(s): B

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11. LenoxSoft noticed they are getting a much higher unsubscribe rate and suspect it is due to bot activity.
What should a consultant recommend to help prevent automatic unsubscribes from email scanners?

A. Enable two-click unsubscribe in Pardot.

B. Move the unsubscribe link to the header of the email instead of the footer.

C. Immediately send prospects the resubscribe email template.

D. Apply a tag to the unsubscribe link so scanners ignore it.

Answer(s): B

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12. How many Social Posting Connectors is it possible to create

A. You can create as many Social Posting connectors as you want

B. One each type

C. Many but only one type

D. You can't use any Social Posting connector

Answer(s): A

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13. A Pardot administrator just created scoring categories for each product line. Assets from Folder A are aligned to Scoring Category A, and assets from Folder B are aligned to Scoring Category B. What action should the admin take to ensure the sales team can view this new category score for each lead or contact?

A. Replace the Score field with Category Score fields on lead and contact page layouts in Salesforce.

B. Share both Folder A and Folder B with the sales users"" records in Pardot.

C. Add the Pardot Category Score related list to the lead and contact page layouts in Salesforce.

D. Assign the Pardot Category Scoring permission set to the sales user's profile in Salesforce.

Answer(s): C

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14. When mapping fields between Pardot and Salesforce how can you control the synchronization? [Choose one answer]

A. Use Salesforce's value

B. Use Pardot's value

C. Use the most recently updated record

D. All of the above

Answer(s): D

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15. Which standard connectors can be activated in Pardot [Choose two answers]

- [ ] A. Survey Monkey

- [ ] B. Youtube

- [ ] C. GoToWebinar
- [ ] D. Olark

Answer(s): C D

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16. LenoxSoft wants to create a re-engagement program that will nurture prospects if they're last activity is greater than 90 days. Once they begin the re-engagement program, if they become active, the prospects need to remain in the program.
Which solution would you recommend?

A. Dynamic List

B. Test List

C. Static or Dynamic List

D. Static List

Answer(s): D

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17. Select available Webinar Scoring Rules [Choose 3 answers]

- [ ] A. Webinar Attended
- [ ] B. Webinar Invited
- [ ] C. Webinar Refusal
- [ ] D. Webinar Registered

Answer(s): A B D

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18. Lenoxsoft currently uses a Salesforce workflow to continually look for old and new leads that meet certain criteria under Job title and Industry, and adds them to a Salesforce campaign. The Pardot connector is verified and their existing Salesforce records have been reviewed, but they

have yet to sync this data to Pardot.
Lenox wishes to replicate this process within Pardot with the following requirements:
Prospects with a job title of ""CEO"" and Industry of ""Software"" are added to the Salesforce campaign.
Based on those requirements, which steps should LenoxSoft prioritize to replicate their process?

A. Create a dynamic list to sync prospects from Salesforce. Build an Automation rule with criteria ::Job Title:: CEO :: Industry:: Software, action :: add to the Salesforce campaign.

B. Import a .csv file of prospects. Build an Automation rule with criteria :: Job Title :: CEO :: Industry ::Software, action :: add to Salesforce Campaign

C. Create a dynamic list to sync prospects from Salesforce. Build a segmentation rule with the criteria:: Job Title :: CEO :: Industry :: Software, action :: add to the Salesforce campaign.

D. Import a .csv file of prospects. Build an Segmentation rule with criteria :: Job Title:: CEO :: Industry:: Software, action :: add to Salesforce Campaign

Answer(s): B

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19. LenoxSoft product is setup on an annual renewal. The marketing team is having issues to send emails out to their prospects when its time to renew on the annual product. On top of it sales is complaining they have no insights when an annual renewal email was sent.LenoxSoft uses a custom field of ""Contract"" with a value of ""Renewed"" for prospects who have already renewed their product subscription or its ""blank"" if they have yet to renew. LenoxSoft wants to automate this process with an engagement studio that can do the following:
* Adds/Removes prospects to the engagement studio based on renewal status
* Sends a series of emails to renew their subscription
* Gives sales continuous insights to prospect engagement. Based on the above criteria what would you recommend toLenoxSoft?

A. Build automation rules add criteria as Contact as blank add action as notify assigned user

B. Build dynamic list add criteria as Contact as ""Renewed"" add action as notify assigned user

C. Build dynamic list add criteria as Contact as blank add action as notify assigned user

D. Build automation rules add criteria as Contact as ""Renewed"" add action as notify assigned user

Answer(s): C

20. Lenoxsoft has a product line that is business to consumer. They use the Lead object, but the Contact and Account objects are combined. The Pardot Administrator wants to enable person accounts and understand how this configuration affects the syncing from Pardot to Salesforce. Given default Pardot and Salesforce syncing behavior, which statement is correct when Person Account are enabled?

A. Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with contact and account.

B. Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with the person account.

C. The Salesforce contact level and account level fields will only sync with prospect fields in Pardot.

D. The Salesforce person account record will only sync with the prospect record in Pardot.

Answer(s): B