

Demo Questions

SALESFORCE PARDOT-CONSULTANT Exam

Salesforce Pardot Consultant

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Question: 1

With Pardot, what is the recommended way to measure the success of an email campaign?

- A. Click Through rate
- B. Email Complain Rate
- C. HTML Open Rate
- D. Spam complaints.

Answer: A

Explanation:

Question: 2

The marketing team likes to thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them. What Pardot feature of email now can be used to run these tests?

- A. Create a test list of approved users to use in the testing tab of the email now.
- B. Create a dynamic list of approved users to use as the recipient list in the sending tab.
- C. Create a one off email test send by entering an email address in the Send to Emails section of the testing tab
- D. Create a static list of approved users to use as the recipient list in the sending tab.

Answer: A

Explanation:

Question: 3

LenoxSoft wants to evenly assign prospects to their Sales team that meets either set of qualification criteria: Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater than C+ and score is greater than 150. What ways would you recommend in this scenario?

A. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 - Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin

B. Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 -

Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin

C. Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50 - Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin

D. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 - Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin

Answer: B

Explanation:

Question: 4

LenoxSoft has a service portal for customers. A Pardot page action set by the admin will change a prospects engagement custom field to "Engaged" for any prospect who views this service portal page. Customers who visit this portal more often have a higher company satisfaction rate. Those whorarely visit the portal have a high rate of attrition. LenoxSoft wants to encourage customers to engagewith the service portal and has the following requirements: * Prospects with no Engagement customfield value should be added to the Engagement Program. * If prospects registers for an upcoming webinar and views the training portal they should be removed from the engagement program. Whatsteps do you recommend to achieve those requirements?

- A. Automation Rule with blank criteria and add action &
- B. Automation rules with attended webinar and remove action
- C. Automation Rule with blank criteria and add action & Dynamic List with attended webinar and remove action
- D. Automation Rule with blank criteria and add action & Completion action rules with attended webinar and remove action
- E. Automation Rule with blank criteria and add action & segmentation rules with attended webinar and remove action

Answer: A

Explanation:

Question: 5

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.

Answer: A

Explanation:

Question: 6

LenoxSoft would like to send out non-marketing emails to certain prospects who have opted-out. From their previous experience working with Pardot at another company, they know that it is a simple process to 'Enable Operational Email Sending¹ for their account. They have a tight deadline, and they need you to grant them access over the phone. Which of the following would be the appropriate course of action to take?

- A. Notify LenoxSoft that sending non-marketing emails to opted-out prospects is in violation of US CAN-SPAM laws.
- B. After being given their consent, go into their Pardot account settings and enable operational emails sending.
- C. Inform LenoxSoft that they need to contact the Client Advocate Team and to mention in their request to enable operational email sending that it is for non-marketing purposes.
- D. Inform LenoxSoft that you would require written confirmation that they intend to use this feature for non marketing purposes prior to enabling the setting for them.

Answer: C

Explanation:

Question: 7

There are a number of unassigned prospects in the Lenoxsoft database that have not been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100. What automatic workflow can be created to prevent them from getting assigned?

- A. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days
- D. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Answer: C

Explanation:

Question: 8

What would an Administrator set up to have a document automatically download after a successful form completion?

- A. Include a link to the content in the Thank You Content of the form.
- B. Redirect the prospect to a landing page that has a link to download the content by checking the box labelled "Redirect the prospect instead of showing the form's Thank You Content."

- C. Redirect the prospect directly to the URL of the content by checking the box labeled "Redirect the prospect instead of showing the form's Thank You Content."
- D. Create an email template that includes a link to your document. On your form, add a completion action to "Send autoresponder email" and select the email template that includes the document.

Answer: C

Explanation:

Question: 9

Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited the pricing page. Which automation tool would best achieve this?

- A. Create a form with a Completion Action to send a pricing sheet.
- B. Create a Dynamic List based on page view to segment automatically
- C. Create a special campaign to track pricing page views.
- D. Create a Page Action set to Tag prospects as having viewed it and add them to a list.

Answer: D
