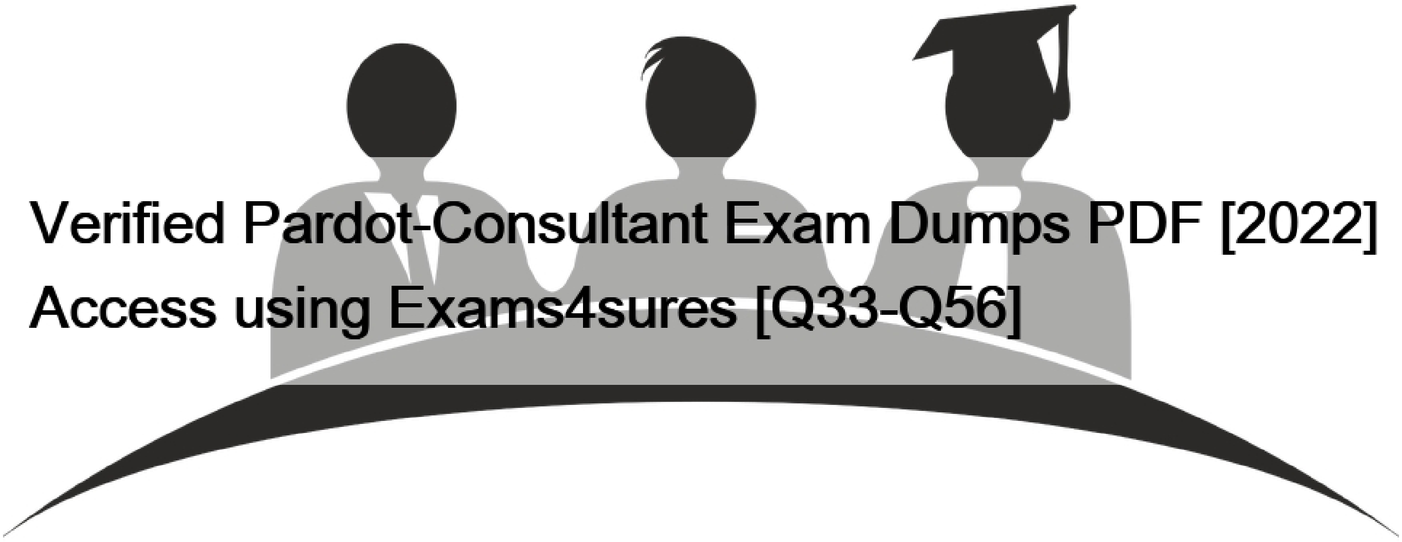
Verified Pardot-Consultant Exam Dumps PDF [2022 Access using Exams4sures [Q33-Q56



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There are many methods by which a person can prepare for the nonprofit cloud consultant exam. Some people prefer to watch tutorials and courses online, while others prefer to answer the questions from the Pardot-Consultant exam from the previous year, and some people use appropriate preparation materials to prepare.
All methods are valid, but the most useful way is to use Pardot-Consultant. The preparation stuff is a complete set that allows people to know every detail about the certification and fully prepare the candidates.
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Q33. LenoxSoft wants to see all the Accounts that were closed last month on the Account Based Marketing dashboard in B2B Marketing Analytics.

What dashboard feature should be used?
* Select the dropdown filter “Closed Date” and “Last Month” to view all Accounts closed in the last month.

* Filter the dashboard by the highest sales activity in the Sales Activities by Accounts chart.
* Select the “Accounts” filter that allows filtering by accounts created within the last month.
* Select the win percentage in the Revenue Win Percentage donut chart so the Accounts will be faceted by won deals.

Q34. 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?
* Match records by CRM ID
* Match records by Account ID
* Match records by fuzzy match rules
* Q Match records by email address

Q35. Recommend a model to route qualified and unqualified leads across the business.

Place in order from most qualified to least qualified lead.

A: Low Grade | Low Score

B: High Grade | Low Score

C: High Grade | High Score

D: Low Grade | High Score
* CDAB
* ABDC
* CBDA
* CDBA

Q36. What type of fields are not supported by the Pardot sync
* Geolocation
* Lookup Relationship
* Date/Time
* Time
* Text Area (Rich)
* Date/Time
* Formula
* External Lookup Relationship

Q37. What is possible with a trigger in engagement program? [Choose two answers]
* Email link click
* File open
* Specific email link click
* Form handler error

Q38. 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?

* Automatically assign all prospects in Pardot and review the Salesforce Connector user’s permissions.
* Create an Engagement Program in Pardot and verify the Salesforce connector.
* Manually assign all prospects in Pardot and verify the Salesforce connector
* Regularly export data from Pardot and data load file into Salesforce

Q39. LenoxSoft wants to optimize asset usage while discovering new audiences. What tool should they use?
* Einstein Lead Score
* Einstein Campaign Insights
* Pardot Business Units
* Einstein Behavior Scoring

https://help.salesforce.com/articleView?id=sf.pardot_einstein_campaign_insights.htm&type=5

Q40. Lenoxsofts licensing software is based on annual contract renewals. The marketing department is struggling to send reminders to customers, and the sales department has no insight into what reminders marketing is sending. Lenoxsoft uses the custom field “Contract” which contains the value “Renewed” for prospects who have already renewed or is blank is they have yet to renew. Lenoxsoft wishes to set up an Engagement program that does the following: – Automatically adds/removes Prospects to the Renewal Engagement program based on their renewal status – Sends a series of reminders to Prospects who have NOT yet renewed – Gives sales continuous insight into prospect engagement with the program. Based on the requirements outlined, which of the following is the best process for Lenoxsoft to set up?
* Build an automation rule with the criteria of :: Prospect Custom Field:: contract:: is:: blank. Add an action of “Add to List” and an action of “Notify assigned user.”
* Build a dynamic list with the criteria of:: Prospect Custom Field :: Contract:: is:: blank. Associate the list to the Renewal Engagement program and add an action of “Notify assigned user” at intervals.
* Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of “Add to list” and an action of “Notify assigned user.”
* Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of “Add to list” and an action of “Notify assigned user.”

Q41. 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?
* Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with contact and account.
* Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with the person account.
* The Salesforce contact level and account level fields will only sync with prospect fields in Pardot.
* The Salesforce person account record will only sync with the prospect record in Pardot.

Q42. Which activity appears on a prospect’s record when they submit a Pardot form named ‘Contact Us’ that resides on a Pardot landing page?
* Pardot Successfully submitted the “Contact Us” landing page and form
* Pardot Successfully submitted the “Contact Us” form
* Nothing will display
* Pardot Successfully submitted the “Contact Us” landing page.

Q43. LenoxSoft does not use the Leads object in their Salesforce instance. This requires Pardot to create Contacts only if a new prospect record is created in Pardot and then assigned to a sales user. The sales manager also requires assignments to be distributed evenly across the sales teams.

How should LenoxSoft get started?
* Build a Dynamic List looking for new prospects and create an Automation rule to assign members of that list via Salesforce

Assignment rules as contacts.
* Build an Automation rule looking for new prospects and add new records to Salesforce as contacts and assign via Salesforce Assignment rules.
* Enable the reverse sync feature through Pardot Support and create an Automation rule to assign prospects to a user in a group.
* Enable the appropriate “optional Salesforce connector setting” and create an Automation rule to assign to a sales user.

Q44. What is required when sending a Pardot email from an assigned user?
* There must also be a general or specific user as a sender.
* The assigned user must be connected through user sync.
* The email must also contain assigned user merge fields.
* All prospects on the recipient list must be assigned to a user.

Q45. Which are true about Engagement Program
* If a prospect is removed from a list that a program uses, that prospect stops moving through the program
* If you remove a prospect from a program’s recipient list, and then add the prospect back later, they start where they left off in the program
* If a prospect opts out of a list used for a program, they still move through the program, but don’t receive program emails
* When no new prospects are added to or processed in a program for 30 days, it becomes inactive
* When merged prospects are members of the same engagement program, it’s possible for one to skip steps or move through the same step twice. The new master prospect restarts a program from the step that any of its merged prospects touched most recently
* A single rule step can evaluate up to five conditions
* When no new prospects are added to or processed in a program for 365 days, it becomes inactive

Q46. LenoxSoft is considering moving from a shared IP address to a dedicated IP address.

What requirement would support advising them to move to a dedicated IP?
* LenoxSoft sending a quarterly emails to 100,000 prospects
* LenoxSoft’s database growing by 500,000 prospects
* LenoxSoft creating 20 new Engagement Programs
* LenoxSoft sending more than 100,000 emails a month

Q47. Which objects are synched between Pardot and Salesforce? [Choose two answers]
* Account
* Opportunity
* Case
* Order

Q48. Select available Webinar Connectors
* Webex
* WebinarJam
* ReadyTalk
* GoToWebinar
* Demio
* ClickMeeting

Q49. LenoxSoft has purchased a list of prospects and wants to send emails to those prospects in Pardot immediately. What is the correct way to handle this?
* Recommend that it is okay to send to purchased lists in Pardot.

* Have LenoxSoft split their purchased list into multiple sends so as to not affect the IP’s reputation.
* Run a permissions pass on the purchased lists to get permission quickly before sending them a marketing email.
* Recommend that they must receive explicit permission from those prospects on the purchased list before they can upload that prospect list into Pardot.

Q50. A customer is placing Pardot tracking code on their website and doesn’t understand how first-party tracking differs from third-party tracking.

How would a consultant explain the difference?
* First-party tracking is not an option in Pardot, while third-party tracking is.
* First-party tracking is domain-based while third-party tracking is campaign-based.
* First-party tracking tracks prospects across different website domains, while third-party tracking does not.
* First-party tracking does not use cookies, while third-party tracking does.

Q51. The LenoxSoft sales team has received an influx of leads from the Product Interest form. Many of the leads are not located in the United States. LenoxSoft only sells to customers in the United States so the sales team has requested that these inbound leads get qualified based on country before being assigned.

How should they ensure only qualified prospects who submit the form are sent to the sales team as new leads?
* Add a completion action to the Product Interest form to assign prospects, then have sales users delete those not in the United States.
* Create an automation rule set to match all with the criteria of Product Interest form completed and Country field equal to United States with an action to assign prospects.
* Add a completion action to the Product Interest form to assign prospects only if their Country field is United States.
* Create an automation rule set to match any with the criteria of Product Interest form completed and Country field equal to United States with an action to assign prospects.

Q52. Which is true about Pardot API limits
* No limits at all
* All editions have 10 000 API limit
* Pardot Growth Edition: Pardot Plus Edition: 25 000 Pardot Advanced Edition: 100 000
* Pardot Growth Edition: 25 000 Pardot Plus Edition: 50 000 Pardot Advanced Edition: 100 000

Q53. Which one is Pardot Event Connector
* Eventbrite
* Eventor
* EventMe
* TheEvents

Q54. 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?
* Add custom prospect fields to Pardot and map to Salesforce.
* Import and merge existing records from all systems to Pardot
* Import and merge existing records from all systems to Salesforce
* Add custom account fields to Pardot and map to Salesforce

Q55. LenoxSoft has been using Pardot and Salesforce for one year and have enabled Einstein Behavior Scoring.

What guidance should the system administrator give to the LenoxSoft sales team so they can gain context into why their prospects are being scored the way they are?
* To always book a follow up call with prospects and record notes from the call in the Pardot Notes field for future review.
* To access the B2B Marketing Analytics app so they can look through the campaigns that the prospects have engaged with over the last year.
* To read the behavior score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.
* To read the lead score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.

Q56. Lenoxsoft wants individual engagement programs for each of their sales ‘Status’ field values. They want to ensure as Status field values change, the prospect will automatically stop receiving the previous program and move to the next program to receive only the relevant content. What solution would you recommend
* Test list
* Static list
* Static list or Dynamic, both list can be used
* Dynamic list