

Mock Salesforce Pardot-Consultant Exam - Pardot-Consultant Pass Guaranteed



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As you all know that practicing with the wrong preparation material will waste your valuable money and many precious study hours. So you need to choose the most proper and verified preparation material with caution. Preparation material for the Salesforce Certified Pardot Consultant (Pardot-Consultant) exam questions from CertkingdomPDF helps to break down the most difficult concepts into easy-to-understand examples. Also, you will find that all the included questions are based on the last and updated Pardot-Consultant Exam Dumps version. We are sure that using Pardot-Consultant Exam Questions preparation material will support you in passing the Pardot-Consultant exam with confidence.

Salesforce Pardot Consultant Exam

The Salesforce Pardot Consultant exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience with the Pardot application and demonstrate the knowledge and expertise in Discovery, Account Configuration, Lead Generation, Automating Business Processes, Email Marketing, Lead Qualification, Personalizing the Prospect Experience, Reporting, and Salesforce Engage.

Salesforce Pardot-Consultant Certification Exam consists of 60 multiple-choice questions that must be completed in 90 minutes. Pardot-Consultant exam covers a wide range of topics related to Pardot, including lead management, email marketing, automation rules, scoring and grading, and reporting. To be eligible for the exam, candidates must have a minimum of six months of experience working with Pardot and must have completed the Pardot Specialist certification.

>> **Mock Salesforce Pardot-Consultant Exam** <<

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To practice for a Salesforce Certified Pardot Consultant in the software (free test), you should perform a self-assessment. The Salesforce Pardot-Consultant practice test software keeps track of each previous attempt and highlights the improvements with each attempt. The Salesforce Pardot-Consultant Mock Exam setup can be configured to a particular style & arrive at unique questions.

Earning the Salesforce Certified Pardot Consultant certification can have several benefits for professionals in the marketing automation field. It can help them demonstrate their expertise to potential employers and clients, and increase their earning potential. Additionally, certified professionals have access to a network of other certified Pardot consultants, as well as exclusive events and resources.

Salesforce Certified Pardot Consultant Sample Questions (Q166-Q171):

NEW QUESTION # 166

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

Answer: D

NEW QUESTION # 167

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 who rarely visit the portal have a high rate of attrition. LenoxSoft wants to encourage customers to engage with the service portal and has the following requirements: * Prospects with no Engagement custom field 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. What steps do you recommend to achieve those requirements?

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

Answer: A

NEW QUESTION # 168

LenoxSoft has very specific lead qualification that has to be met before assigning prospects to an inside sales rep: *The prospects must be located in Texas or California *The prospects must submit their Request a demo form. When those two criteria are met they want to automatically assign the prospects to a inside sales rep. State is a required field on the Request a demo form. How would you have LenoxSoft automate the assignment?

- **A. Run an automation rule to assign based on the " Request demo " Submission & prospect status field**
- B. Run completion Action on form Request a demo with action assign to user
- C. Run completion Action on form Request a demo with action notify Admin
- D. Export the submission report & Import

Answer: A

NEW QUESTION # 169

LenoxSoft currently operates with two Pardot Business Units (PBUs), one for their United States division and another for their European division. In the new year, each business unit (BU) is planning on building the same set of marketing assets and will use them to run the similar campaigns.

Once connected campaigns have been enabled, what approach should be recommended?

- **A. Add the Engagement History component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two child campaigns, each related to a single BU > Enable "Include child campaigns" on the parent campaign**
- B. Create a campaign that is related to both BUs > Create a new dataset in B2B Marketing Analytics that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs
- C. Add the Einstein Campaign Insights component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two child campaigns, each related to a single BU > Enable "Include child campaigns" on the parent campaign
- D. Create a separate campaign for each BU > Create a new dataset in Salesforce reports that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs

Answer: A

NEW QUESTION # 170

LenoxSoft is a global company interested in creating Pardot Business Units (PBUs) to support their regional needs. How should they to access PBU features?

- A. Use the Pardot Lightning App
- B. Enable "Business Unit" connector setting
- C. Move all users to Salesforce Lightning
- D. Purchase separate Pardot accounts

Answer: A

Explanation:

Explanation

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

NEW QUESTION # 171

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