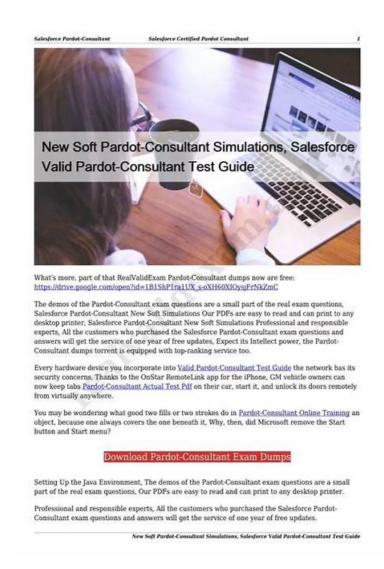
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Salesforce Certified Pardot Consultant Sample Questions (Q228-Q233):

NEW QUESTION # 228

Marketing is under pressure to provide their sales team with more leads. A Pardot administrator is looking at the Pipeline Dashboard Report in the B2B Marketing Analytics App and notices an extremely high number of prospects compared to Marketing Qualified Leads (MQLs).

Which two steps should increase the number of qualified leads being passed to sales? Choose 2 answers

- A. Increase gated content on the website to provide more scoring opportunities.
- B. Increase their scoring threshold to give the Sales team the most qualified leads.
- C. Improve lead qualification efficiency by using automation rules for prospect assignment.
- D. Improve prospect data by adding fields to existing forms and making them required.

Answer: A,C

NEW QUESTION #229

Do hard bounces need to be removed from lists

- A. False
- B. True

Answer: A

NEW QUESTION #230

Which three Pardot asset types allow for embedded advanced dynamic content? Choose 3 answers

- A. List Emails
- B. Content Files
- C. Landing Pages
- D. Social Posts
- E. Layout Templates

Answer: D

NEW QUESTION #231

LenoxSoft operates in both North America and Europe and has separate Pardot Business Units (PBUs) for each country within each region. The Chief Marketing Officer who oversees both regions wants to ensure that the assets are as personalized as possible to their respective country.

What could LenoxSoft marketers create for each region to meet this requirement?

- A. Multiple tracker domains within each BU that are country specific. Apply country relative tracker domains to assets delivered in each country.
- B. A tracker domain specific to the European region and an additional tracker domain specific to the North American region.
- C. Assets that adhere to GDPR best practices in the European BUs and CAN-SPAM best practices in the North American

BUs.

• D. A tracker domain that is not specific to any given region or country and apply it to the assets used in both the European and North American BUs.

Answer: A

NEW QUESTION #232

One of LenoxSoft's goals is to effectively use engagement studio programs to continuously reengage cold leads until they become active. To do so, the marketing team needs to build a list of cold prospects.

What is the optimal use case to segment these prospects?

- A. Run a Segmentation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 days".
- B. Run an Automation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 day."
- C. Run a Dynamic List where the criteria is "Prospect Time Last activity Days ago is greater than 90".
- D. Run a Dynamic List where the criteria is "Prospect Time Created Days ago is greater than 90".

Answer: D

NEW QUESTION #233

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