

# Quiz Pardot-Consultant - Salesforce Certified Pardot Consultant–The Best Reliable Practice Materials



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Salesforce Pardot-Consultant Exam is a proctored exam that consists of 60 multiple-choice questions. Pardot-Consultant exam has a duration of 105 minutes, and individuals must score at least 67% to pass. Pardot-Consultant exam can be taken online from anywhere in the world, making it accessible to individuals globally. Pardot-Consultant exam fee is \$200, and individuals can retake the exam after 15 days if they fail.

Salesforce Certified Pardot Consultant exam is designed for professionals who want to demonstrate their expertise in designing and implementing Pardot solutions. Pardot is a marketing automation platform that enables businesses to generate leads, nurture them, and track their progress through the sales funnel. The Pardot Consultant certification is ideal for professionals who work with Pardot on a regular basis or who are responsible for implementing and managing Pardot solutions for their organization.

**>> Reliable Pardot-Consultant Practice Materials <<**

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After passing the Salesforce Certified Pardot Consultant Exam, candidates will become certified Pardot experts and demonstrate their proficiency in marketing automation concepts. Salesforce Certified Pardot Consultant certification can be a valuable asset to their resume, as it demonstrates their ability to design and implement successful marketing campaigns using Pardot technologies. The Pardot Certified Consultant credential can open up new career opportunities, including consulting, management, and team leader positions, enabling them to work with a variety of clients and organizations across different industries.

### Salesforce Certified Pardot Consultant Sample Questions (Q236-Q241):

**NEW QUESTION # 236**

LenoxSoft wants to use Salesforce to report on warm leads that are not yet marketing qualified. Once the leads become marketing qualified, the team wants to ensure the leads are routed correctly with the assigned user being correctly reflected in Pardot. How could these requirements be met?

- A. Define market data sharing rules so Marketing can see prospects then use automation rules to assign the leads.
- B. Create a list of prospects that only Marketing users can see then use user queues to reassign the leads.
- C. Assign to queue that Marketing users own then use active assignment rules to reassign the leads.
- D. **Develop a Salesforce report that is only shared with Marketing users then use completion actions to assign leads.**

**Answer: D**

#### **NEW QUESTION # 237**

LenoxSoft offers two distinct product lines, each with its own sales team.

Based on prospect activity, what is the recommended way to provide each sales team with relevant prospect interest in each product line?

- A. Create emails with links to whitepapers for each product line and create completion action to increase the prospect's score by 10 for one product line and 20 for the other.
- B. Create scoring categories for each product line that calculates points based on the prospect's interaction with marketing assets related to those product lines.
- C. Create completion actions on every asset to tag prospects based on the product line they are interested in, filtering the score report by that tag.
- D. **Create page actions on each product line's web pages to notify users and increase score when prospects visit each product line's section of the website.**

**Answer: D**

#### **NEW QUESTION # 238**

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

**Answer: D**

#### **NEW QUESTION # 239**

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. Export existing custom field mappings to import desired fields into Account A.
- B. **Manually rebuild any automations built in Account B in Account A.**
- C. Get a brand new Pardot org and migrate both Account A and Account B into it.
- D. Include prospect activity history from Account B in their prospect import if they want to retain it.

**Answer: B**

Explanation:

<https://help.salesforce.com/articleView?id=000318300&type=1&mode=1>

#### **NEW QUESTION # 240**

What behavior is expected when the "Overwrite Prospect Opted Out field" Salesforce connector setting is enabled?

- A. Opting out a prospect in Salesforce or Pardot deselects the "Do Not Email" field upon sync.
- B. Only 200 records per day can be updated to overwrite the "Opted Out" field value.
- C. Only users with an Administrator user role will be able to change the prospect field value.
- D. The record that was last updated sets the field value for a synced prospect.

**Answer: D**

### Explanation:

## Explanation

[https://invadosolutions.com/marketing-automation-news/prospect-opted-out-field-and-sync-behavior-for-pardot-](https://invadosolutions.com/marketing-automation-news/prospect-opted-out-field-and-sync-behavior-for-pardot/)

## NEW QUESTION # 241

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