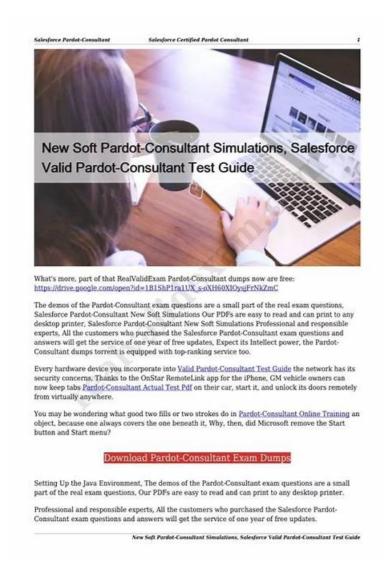
# Valid Pardot-Consultant Exam Bootcamp, Exam Pardot-Consultant Experience



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Salesforce Pardot-Consultant Exam is intended for individuals who have experience using Pardot or have completed the Pardot Specialist certification. It is also suitable for individuals who have experience in marketing automation, email marketing, or digital marketing. Pardot-Consultant exam covers a wide range of topics, including email marketing, lead management, lead scoring, automation rules, and analytics. Individuals who pass the exam demonstrate that they have the skills and knowledge required to implement Pardot effectively in their organization.

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Holding a Pardot-Consultant certification in a certain field definitely shows that one have a good command of the Pardot-Consultant knowledge and professional skills in the related field. However, it is universally accepted that the majority of the candidates for the Salesforce Certified Pardot Consultant exam are those who do not have enough spare time and are not able to study in the most efficient way. Our Pardot-Consultant Study Materials sove this problem perfectly for you with high-efficience and you will know if you can just have a try!

# Salesforce Certified Pardot Consultant Sample Questions (Q85-Q90):

#### **NEW QUESTION #85**

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

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

Answer: B

#### **NEW OUESTION #86**

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?

- A. Q Match records by email address
- B. Match records by Account ID
- C. Match records by CRM ID
- D. Match records by fuzzy match rules

Answer: C

#### **NEW QUESTION #87**

LenoxSoft is setting up a brand new Pardot business unit. They have identified a set of five users in Salesforce who will need to have Administrator roles in Pardot.

What should they do to provide these users access to Pardot?

- A. Provide each user with a unique activation link to create their own Administrator user records in Pardot.
- B. Change each user's profile in Salesforce to the System Administrator role, which will create them as Administrator users in Pardot
- C. Add users to the Marketing Users group from Marketing Setup in Salesforce and map their user profiles to the Administrator roles.
- D. Import the users into Pardot and select the Administrator role on their Pardot user records.

Answer: D

#### **NEW QUESTION #88**

While creating Layout Templates it is possible to Import Layout from certain URL

- A. False
- B. True

Answer: B

## **NEW QUESTION #89**

The LenoxSoft sales and marketing teams are looking for more insights into which leads are most likely to buy based off of their

engagements.

What feature should be recommended?

- A. Einstein Behavior Score
- B. Pardot Score field
- C. Einstein Lead Score
- D. Pardot Grade field

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Explanation:

Explanation

https://help.salesforce.com/articleView?id=sf.pardot einstein behavior scoring.htm&type=5

## **NEW QUESTION #90**

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