

# DUMPS ARENA

## Salesforce Certified Pardot Consultant

Salesforce Pardot-Consultant

Version Demo

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**QUESTION NO: 1**

LenoxSoft wants to evenly assign prospects to their Sales team that meets either set of qualification criteria. Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater than C+ and score is greater than 150. What ways would you recommend in this scenario?

**A.** Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin

**B.** Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin

**C.** Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin

**D.** Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin

**ANSWER: B****QUESTION NO: 2**

Select available Social Posting Connectors

**A.** Facebook

**B.** Twitter

**C.** LinkedIn

**D.** Zone

**E.** WhatsApp

**F.** Instagram

**G.** Tumblr

**ANSWER: A B C****QUESTION NO: 3**

LenoxSoft mentions that they would like to invest in a content strategy but is afraid they don't have the resources. What do you

advise?

- A. Start a company blog and promote a few high-quality pieces of content.
- B. Post content from other websites on your own site.
- C. Hire an agency to create content.
- D. Focus on creating as much content as possible.

**ANSWER: A**

#### QUESTION NO: 4

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

**ANSWER: C**

#### QUESTION NO: 5

How many variations of Dynamic Content it is possible to create

- A. A-Z (25)
- B. A-C (3)
- C. 10
- D. A/B (2)

**ANSWER: A**

#### QUESTION NO: 6

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. Export the submission report & Import
- 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. Run an automation rule to assign based on the « Request demo » Submission & prospect status field

**ANSWER: D**

#### QUESTION NO: 7

LenoxSoft is requesting a nurture campaign for cold leads. Anyone who clicks on the CTA they want to create a call campaign and anyone who doesn't click on the CTA they want them to eventually be deleted (sent to recycle bin). What objects in Pardot & SFDC would you use?

- A. Pardot Engagement Program
- B. Salesforce Queue
- C. Pardot Automation Rule
- D. Pardot Static List
- E. Pardot Marketing Campaign

**ANSWER: A D E**

#### QUESTION NO: 8

LenoxSoft asks their Pardot administrator to assist in routing all qualified leads so leads can be reviewed first, then assigned to individual sales reps. Their marketing team uses a combination of criteria to qualify leads before they become qualified.

What should be configured to assign qualified leads as requested?

- A. Create an automation rule to assign to a lead queue when the qualification criteria is met.
- B. Create a completion action to assign to a group when the prospect reaches a score of 100.
- C. Create an automation rule to assign to a group when the qualification criteria is met.
- D. Create a completion action to assign to a lead queue when a high-value form is submitted.

**ANSWER: C**

#### QUESTION NO: 9

What is true about grading? [Choose two answers]

- A. A prospect can be associated to multiple profiles.
- B. You cannot change the default profile criteria
- C. Matching or unmatching a criteria will result in an increase or decrease of the grade by  $\frac{1}{3}$ ,  $\frac{2}{3}$  or  $\frac{3}{3}$  of a grade.
- D. All prospects start with a grade of D.

**ANSWER: C D**

#### QUESTION NO: 10

Which two actions could a user take when importing prospects into Pardot?

Choose 2 answers

- A. Assign prospects to an existing user
- B. Create new custom fields and populate field values
- C. Permanently delete prospects
- D. Undelete matching prospects from the Recycle Bin

**ANSWER: A D**

#### QUESTION NO: 11

How many Engagement Programs can run at one time

- A. Always 100
- B. Pardot Growth Edition: 20 Pardot Plus Edition: 100 Pardot Advanced Edition: 200
- C. Pardot Growth Edition: 100 Pardot Plus Edition: 150 Pardot Advanced Edition: 200
- D. Pardot Growth Edition: 20 Pardot Plus Edition: 50 Pardot Advanced Edition: 100

**ANSWER: B**

#### QUESTION NO: 12

The LenoxSoft marketing manager wants to report to the CEO each month the number of new leads generated and what types of assets are generating those new leads. Identify the Pardot reports and associated KPIs that would provide these metrics. Choose 2 answers:

- A. Form Report: Impressions
- B. Lifecycle Report: New Prospects Created

- C. Form Report: Conversions
- D. Form Report: Submissions

**ANSWER: B C**

**QUESTION NO: 13**

Which is true about Visitor Filters?

- A. Use filters to exclude some types of visits, clicks, or other actions from your campaign results and email notifications
- B. You can the filter by IP
- C. You can filter by a hostname
- D. You can filter by a hostname wildcard
- E. You can't filter your own company IP

**ANSWER: A B C D**

**QUESTION NO: 14**

A Pardot administrator just created scoring categories for each product line. Assets from Folder A are aligned to Scoring Category A, and assets from Folder B are aligned to Scoring Category B.

What action should the admin take to ensure the sales team can view this new category score for each lead or contact?

- A. Replace the Score field with Category Score fields on lead and contact page layouts in Salesforce.
- B. Share both Folder A and Folder B with the sales users' records in Pardot.
- C. Add the Pardot Category Score related list to the lead and contact page layouts in Salesforce.
- D. Assign the Pardot Category Scoring permission set to the sales user's profile in Salesforce.

**ANSWER: C**

**QUESTION NO: 15**

Which two features would indicate LenoxSoft's Pardot instance has been authenticated and is ready to send emails?

Choose 2 answers

- A. A green check mark next to the domain key policy
- B. A green check mark next to the FBS registration ID

- C. A green check mark next to the Salesforce Connected user
- D. A green check mark next to the domain SPF record

**ANSWER: A D**