



Salesforce

Exam Questions Pardot-Consultant

Salesforce Certified Pardot Consultant

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QUESTION 1

LenoxSoft has two business units (BUs): one that operates in France and another that operates in the United States. Salesforce users speak the language that aligns to their BU, and have Salesforce user profiles specific to their respective BU (ex. 'France Marketer').

What steps should the Pardot administrator take to align the Pardot user interface with the Salesforce user interface?

- A. Create Pardot users by importing them into Pardot with their language preferences included in the CSV import file.
- B. Create Pardot users manually and allow each user's language to be inherited from the BU's language preference in Account Settings.
- C. Create Pardot users manually and set each user's language preference based on the BU and language they speak.
- D. Create Pardot users through Salesforce User Sync in each BU and allow the user's language to be inherited from Salesforce.

Correct Answer: D

QUESTION 2

Why should a company assign prospects in Pardot via Salesforce active assignment rules instead of using other Pardot assignment actions?

- A. The ability to allow Salesforce to overwrite an assigned user in Pardot
- B. The ability to use existing complex Salesforce lead routing processes
- C. The ability to assign prospects via automation instead of manually
- D. The ability to assign prospects based on specific criteria being met

Correct Answer: D

QUESTION 3

What is required when sending a Pardot email from an assigned user?

- A. There must also be a general or specific user as a sender.
- B. The assigned user must be connected through user sync.
- C. The email must also contain assigned user merge fields.
- D. All prospects on the recipient list must be assigned to a user.

Correct Answer: A

QUESTION 4

Which are true about Salesforce Engage

- A. Before you can set up Salesforce Engage, you must have a verified Salesforce-Pardot connector
- B. Salesforce Engage is not supported for Salesforce sandbox accounts
- C. Salesforce Engage is an app mainly for Sales to stay up to date with Prospect actions
- D. You can download Salesforce Engage App on your desktop or phone (Mac,Windows)
- E. You can use Salesforce Engage with Gmail by downloading an extension

Correct Answer: A,B,C,D,E

QUESTION 5

How long can it take for Custom Object in Pardot to sync with Salesforce

- A. 10 minutes
- B. 2 minutes, because that's the frequency of Pardot looking for changes in Salesforce
- C. 1 hour
- D. 4 hours

Correct Answer: D

QUESTION 6

How long can it take for Custom Object in Pardot to sync with Salesforce

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- C. 1 hour
- D. 4 hours

Correct Answer: D

QUESTION 7



What is true about page actions? [Choose three answers]

- A. You can define a page to be a priority page to highlight the activity to Sales reps and other users.
- B. It is possible to use URL wildcard by adding * to the end of the URL.
- C. You cannot use auto responder emails with page actions.
- D. You cannot set the prospect's source campaign with page actions.

Correct Answer: A,B,C

QUESTION 8

Monthly cost of Salesforce Engage is

- A. 50\$
- B. 100\$
- C. It's always free
- D. 15\$

Correct Answer: A

QUESTION 9

LenoxSoft offers a range of products and each product has a unique website with a custom domain. They want to build landing pages in Pardot for upcoming webinars that appear to have a webpage URL that appropriately coordinates with the featured product.

What should be done to ensure each landing page URL looks like it is a part of the unique product website?

- A. Create a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.
- B. Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page
- C. Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.
- D. Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.

Correct Answer: C

QUESTION 10

What is true about A/B testing? [Choose two answers]

- A. You can disable A/B testing before and after email sent.
- B. You can only do A/B testing on list emails.
- C. When you turn off A/B testing you will have to choose which version to keep.
- D. It is recommended to test at least 5 different elements in your A/B tests.

Correct Answer: B,C

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