

# PARDOT-CONSULTANT<sup>Q&As</sup>

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## QUESTION 1

The marketing team you consult with wants to assign prospects to a sales user when the prospects meets at least one of the following criteria: \* Successfully complete a "Request a Quote" form, OR \* Has a score above 175 and a grade above B+

Which assignment model will best achieve their goals?

- A. Completion Action
- B. Automation rule match All
- C. Automation rule match Any
- D. Page Action

Correct Answer: C

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## QUESTION 2

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.

Correct Answer: D

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## QUESTION 3

When you go to View HTML code section at selected Form record you can only see the iframe tag

- A. True
- B. False

Correct Answer: A

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## QUESTION 4

LenoxSoft has a Product Interest form where prospects can select a field value for which product lines they are interested in. The company wants that form field to automatically add prospects to a list for the product line they are interested in. If they select "Product Line A," it will add them to the "Product Line A" list. If the prospect field value doesn't contain "Product Line A," they would also like them to be removed from the list.

Which automation tool in Pardot should be used?

- A. Dynamic list
- B. Completion action
- C. Automation rule
- D. Segmentation rule

Correct Answer: A

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## QUESTION 5

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

Correct Answer: D

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