

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

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## QUESTION 1

Which editions of Pardot provides Business Units and Einstein functionalities

- A. All
- B. Pardot Plus Edition and Pardot Advanced Edition
- C. Only Pardot Advanced Edition and it includes unlimited Business Units
- D. Only Pardot Advanced Edition and it includes 2 Business Units, then each subsequent costs 2 000\$/month

Correct Answer: D

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## QUESTION 2

LenoxSoft wants to automatically nurture prospects who complete any of their white paper forms. There is a particular form for a high-value white paper. They want to ensure prospects who complete this form are sent down a particular path

in the nurture program.

How should this be set up?

- A. Add completion actions to the form: add to list and assign to user > add the list as the recipient list in an engagement program > add a step checking for the Salesforce campaign membership related to the white paper
- B. Add completion actions to the form: add to list and add tag > add the list as the recipient list in an engagement program > add a step checking for if the prospect has the tag related to the white paper download
- C. Add completion actions to the form: add to list and add to Salesforce campaign > add the list as the recipient list in an engagement program > add a step checking if the prospect downloaded the white paper file successfully

Correct Answer: B

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## QUESTION 3

Choose required fields while creating a Prospect

- A. Email
- B. Company
- C. CD Campaign
- D. Profile
- E. Score
- F. Grade

G. Assign To

Correct Answer: ACDE

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#### QUESTION 4

A Pardot administrator wants to develop a better lead qualification strategy. The sales team only wants to reach out to C-level executives in the software industry and needs a way to determine how to prioritize those leads.

How should this goal be achieved in Pardot?

- A. Create a dynamic list based on job title and industry and send to the sales team to filter and prioritize.
- B. Run an automation rule to grade based on job title and industry and have users filter Salesforce lead views by grade.
- C. Use an automation rule to notify the assigned user when leads with certain job titles and industries submit forms.
- D. It Adjust the default scoring rules based on job title and industry and have users filter Salesforce lead views by score.

Correct Answer: B

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#### QUESTION 5

LenoxSoft wants to create Contacts instead of Leads or sync with Person Account records.

What step should the consultant recommend?

- A. Locate the relevant documentation and follow the steps to enable.
- B. Update your Salesforce connector user permissions
- C. Contact Pardot Support to enable the necessary connector behavior
- D. Update your field mappings by going to Admin > Configure Fields

Correct Answer: C

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