

# CRT-160<sup>Q&As</sup>

Salesforce Certified Pardot Consultant

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## QUESTION 1

In order for the Salesforce connector to verify, what does the connector user need to enter?

- A. The Administrator\\'s Pardot credential
- B. The Administrator\\'s Salesforce credential
- C. The connector user\\'s Salesforce credential
- D. The connector user\\'s Pardot credential

Correct Answer: C

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## QUESTION 2

Lenoxsoft has a product line that is business to consumer. They use the Lead object, but the Contact and Account objects are combined. The Pardot Administrator wants to enable person accounts and understand how this configuration affects the syncing from Pardot to Salesforce.

Given default Pardot and Salesforce syncing behavior, which statement is correct when Person Account are enabled?

- A. The Salesforce person account record will only sync with the prospect record in Pardot.
- B. Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with the person account.
- C. Pardot will create a lead record in Salesforce, and when the lead is converted, Pardot will sync with contact and account.
- D. The Salesforce contact level and account level fields will only sync with prospect fields in Pardot.

Correct Answer: B

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## QUESTION 3

Which of the variable tags can be used on the layout tab of a landing page layout template?

- A. %%content%%
- B. %%form%%
- C. %name%%
- D. %%footer%%

Correct Answer: A

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## QUESTION 4

Which actions can be achieved with completion actions? [Choose three answers]

- A. Assign to queue
- B. Notify account owner
- C. Set profile
- D. Increment prospect field value

Correct Answer: ABC

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## QUESTION 5

An Administrator needs to export a list of all of the prospects who completed the form on the "Request a Demo landing page. Where can this list be exported? Choose 2 answers

- A. "Request a Demo" form overview page
- B. "Request a Demo" landing page overview page
- C. Forms report for the "Request a Demo" form
- D. Landing page report for the "Request a Demo" landing page

Correct Answer: BD

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## QUESTION 6

What does the Google Analytics connector allow Pardot to do?

- A. Sync prospects with Google AdWords.
- B. Send emails to prospects from Gmail.
- C. Update the conversion field in Google Analytics.
- D. Append UTM parameters to a prospect record.

Correct Answer: D

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## QUESTION 7

A Pardot administrator wants to export a .CSV of prospects that purchased a certain product within the last year. The company\\'s will son be chaining named, therefore they need to one-time export of all prospects that have this certain product listed in their record.

How can a .csv of these prospect be generated.

- A. Create an automation rule based on product name

- B. Create a segmentation rule based on product name
- C. Create a dynamic list based on product name
- D. Create a completion action based on product name

Correct Answer: C

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## QUESTION 8

LenoxSoft has launched a new website and want their sales reps to be notified when a prospect views the page contains a breakdown of product package and pricing options.

Which automation tool would effectively achieve this?

- A. Create a Segmentation Rule with an action to \"Notify User\".
- B. Create a Dynamic List based on the page view.
- C. Create a Completion Action based off accessing campaign tracking code.
- D. Create a Page Action with an action to \"Notify user\".

Correct Answer: B

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## QUESTION 9

A visitor clicks on a custom redirect with an action of assign to User. The visitor then fills prospect. The form has a completion action to add the prospect to a list. Which three actions will happen to the prospect? Choose 3 answers

- A. The prospect activities will show that the form was successfully completed.
- B. The prospect will be added to the list.
- C. The prospect activities will show that the custom redirect was clicked.
- D. The newly converted prospect will NOT be affected because it was their first submission.
- E. The Prospect will be assigned to a user by the custom redirect completion action.

Correct Answer: ABC

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## QUESTION 10

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.

Correct Answer: B

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## QUESTION 11

When mapping fields between Pardot and Salesforce how can you control the synchronization? [Choose one answer]

- A. Use Salesforce's value
- B. Use Pardot's value
- C. Use the most recently updated record
- D. All of the above

Correct Answer: D

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## QUESTION 12

A client using Pardot Pro is rolling out a new lead generation campaign where prospects register for a trade show on a Pardot-hosted landing page. The consultant suggests creating two versions of the landing page and using a multivariate test, but the client is unfamiliar with the feature. What is the primary benefits of using a multivariate test in this campaign?

- A. Pardot will give you content ideas for each landing page.
- B. Pardot will determine which version of the landing page generated most conversions.
- C. Pardot will automatically send underperforming landing page to recycle bin
- D. Pardot will automatically populate personalized information of each unique prospect.

Correct Answer: B

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## QUESTION 13

How can you ensure your email doesn't get stuck in spam?

- A. Create clear calls-to-action
- B. Create mobile-friendly version of the email
- C. Create a text version of the email
- D. Remove the unsubscribe from the email
- E. Add domain keys and SPF

Correct Answer: C

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## QUESTION 14

What is the fastest way for an Administrator to create a one-time of prospects who match specific criteria?

- A. Use a dynamic list.
- B. Use a completion action.
- C. Use an automation rule.
- D. Use a segmentation rule.

Correct Answer: D

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## QUESTION 15

LenoxSoft has a yearly conference and is using a Pardot form on a computer table.

What can a Pardot administrator enable on the form in order to reset the form after each new submission?

- A. Kiosk/Data Entry Mode
- B. Completion actions
- C. Bot protection via a honeypot.
- D. A URL redirect

Correct Answer: D

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