

Use Salesforce Pardot-Consultant Dumps To Succeed Instantly in Pardot-Consultant Exam [Q135-Q151]



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To prepare for the Salesforce Pardot-Consultant certification exam, candidates should have a deep understanding of marketing automation and the Pardot platform. They should also have experience in implementing and managing Pardot campaigns, as well as knowledge of Salesforce CRM. Salesforce offers a range of study materials, including online courses, webinars, and study guides, to help candidates prepare for the exam.

Q135. Which is true about Pardot File Hosting limits

- * No limits at all
- * Pardot Growth Edition: 100MB Pardot Plus Edition: 500MB Pardot Advanced Edition: 10GB
- * Pardot Growth Edition: 1GB Pardot Plus Edition: 5GB Pardot Advanced Edition: 10GB
- * Pardot Growth Edition: 500MB Pardot Plus Edition: 2GB Pardot Advanced Edition: 5GB

Q136. 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?

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

Q137. Prior to starting implementation, LenoxSoft wishes to consolidate all their data within Salesforce. They currently use three different systems, including Salesforce, to manage their customer data. All data does NOT currently reside in one system, and Lenoxsoft wants Salesforce to be the primary system for customer records.

What is the first step Lenoxsoft should take to allow Salesforce to become the primary recordholder?

- * Add custom prospect fields to Pardot and map to Salesforce.
- * Import and merge existing records from all systems to Pardot
- * Import and merge existing records from all systems to Salesforce
- * Add custom account fields to Pardot and map to Salesforce

Q138. Which are true about Custom Objects in Pardot

- * You can create and sync a custom object from anything that is linked to a contact, lead, or account in your CRM
- * You can create and sync a custom object from any object in Salesforce
- * You can create and sync a custom object from anything that is linked lead and contact, but can't be linked to account due to high risk of errors
- * You can create and sync a custom object from anything that is linked to a contact, lead and account in your CRM at the same time

Q139. What is important to remember when creating custom prospect fields in Pardot? [Choose one answer]

- * Pardot cannot sync with multi picklist in Salesforce
- * The matching field in Salesforce must have the exactly the same name on the lead and contact object in order for Pardot to synch to both objects.
- * Pardot cannot sync with formula fields in Salesforce
- * You can only create 50 custom fields in Pardot.

Q140. What is true about Dynamic Content? [Choose three answers]

- * You can add up to 25 variations of content
- * You can base variations on Scoring Categories
- * You can add dynamic content to web pages
- * You can use dynamic content in subject lines

Q141. Select Assets that allow to Adjust prospects score

- * Automation Rules
- * Segmentation Rules
- * PI Completion Actions
- * Engagement Programs
- * Tables

Q142. A customer has a CSV file of existing leads and contacts they want to import into Pardot as new prospects.

Their Salesforce org contains duplicate leads and contacts with the same email address. They want to make sure the newly created prospects in Pardot are linked to specific lead and contact records in Salesforce. Their Pardot account allows multiple prospects with the same email address.

What import method should be recommended?

- * Match records by CRM ID
- * Match records by Account ID
- * Match records by fuzzy match rules
- * Q Match records by email address

Q143. Can we connect Twilio SMS Center via Pardot Connector?

- * True
- * False

Q144. LenoxSoft wants to measure their brand awareness to raise their brand recognition for their company. The company wants to use Pardot to increase the number of impressions across their online channels. Which are the best reports to monitor impressions to help measure LenoxSoft's brand awareness of a period of time?

- * Monitor no of visitors, social post engagements and natural search reports month over month
- * Monitor no of visitors, form conversion and email click-through rate reports month over month
- * Monitor no of prospects, social post engagements and paid search reports month over month
- * Monitor no of prospects, form submission and email open rate reports month over month

Q145. Is it possible to split Dynamic List to other Dynamic Lists?

- * True
- * False

Q146. How many automation rules can you have

- * Always 100
- * Pardot Growth Edition: 50 Pardot Plus Edition: 100 Pardot Advanced Edition: 150
- * Pardot Growth Edition: 50 Pardot Plus Edition: 100 Pardot Advanced Edition: 200
- * Pardot Growth Edition: 100 Pardot Plus Edition: 150 Pardot Advanced Edition: 200

Q147. It is recommended that Email Preference Center should use more than one page level depth

- * True
- * False

Q148. LenoxSoft has a service portal for customers. A Pardot page action set by the admin will change a prospects engagement custom field to `Engaged`; for any prospect who views this service portal page. Customers who visit this portal more often have a higher company satisfaction rate. Those who rarely visit the portal have a high rate of attrition. LenoxSoft wants to encourage customers to engage with the service portal and has the following requirements: * Prospects with no Engagement custom field value should be added to the Engagement Program. * If prospects registers for an upcoming webinar and views the training portal they should be removed from the engagement program. What steps do you recommend to achieve those requirements?

- * Automation Rule with blank criteria and add action &
- * Automation rules with attended webinar and remove action
- * Automation Rule with blank criteria and add action & Dynamic List with attended webinar and remove action
- * Automation Rule with blank criteria and add action & Completion action rules with attended webinar and remove action
- * Automation Rule with blank criteria and add action & segmentation rules with attended webinar and remove action

Q149. What is true about scoring? [Choose one answer]

- * Pardot comes with a scoring model that cannot be adjusted or changed.
- * Pardot will automatically assign prospects a score from F- to A+.
- * Salesforce opportunities can influence a prospect's score.
- * It is not possible to reset a prospect's score to 0.

Q150. Which one is Pardot Video Connector

- * YouTube
- * Wistia
- * Vimeo
- * Dailymotion

Q151. LenoxSoft uses a Salesforce web-to-lead form on their website for their Contact Us form. They want to integrate this form with Pardot and the following requirements:

- * Avoid duplicates in both Pardot and Salesforce.
- * Segment prospects based on form views and submissions.

Which lead generation strategy would answer both pre-requisites?

- * Maintain the current form
- * Use another third-party form
- * Set up a form handler
- * Replace with a Pardot form

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<https://www.vceprep.com/Pardot-Consultant-latest-vce-prep.html>