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Exam : Pardot Consultant

**Title : Salesforce Certified Pardot
Consultant**

Version : DEMO

1.What is true about grading? [Choose two answers]

- A. A prospect can be associated to multiple profiles.
- B. You cannot change the default profile criteria
- C. Matching or unmatching a criteria will result in an increase or decrease of the grade by, or 3/3 of a grade.
- D. All prospects start with a grade of D.

Answer: C,D

2.LenoxSoft noticed they are getting a much higher unsubscribe rate and suspect it is due to bot activity. What should a consultant recommend to help prevent automatic unsubscribes from email scanners?

- A. Enable two-click unsubscribe in Pardot.
- B. Move the unsubscribe link to the header of the email instead of the footer.
- C. Immediately send prospects the resubscribe email template.
- D. Apply a <blockquote> tag to the unsubscribe link so scanners ignore it.

Answer: B

3.What would an Administrator set up to have a document automatically download after a successful form completion?

- A. Include a link to the content in the Thank You Content of the form.
- B. Redirect the prospect to a landing page that has a link to download the content by checking the box labelled "Redirect the prospect instead of showing the form's Thank You Content."
- C. Redirect the prospect directly to the URL of the content by checking the box labeled "Redirect the prospect instead of showing the form's Thank You Content."
- D. Create an email template that includes a link to your document. On your form, add a completion action to "Send autoresponder email" and select the email template that includes the document.

Answer: C

4.LenoxSoft's marketing team wants to use one repeating program to continually nurture cold and unengaged leads, but wants the content for the emails sent through the program to be tailored based on how many times the prospect has entered the program.

They have decided to create a custom field called "Repeated Engagement" and increment that field by +1 each time a prospect enters the program.

Using this method, how should the team meet this need?

- A. Create an automation rule that adds prospects to static lists to feed new programs after each entry.
- B. Create dynamic content based on the "Repeated Engagement" field for use in the emails sent in the program.
- C. Use rule steps to send prospects down unique paths in the program based on the "Repeated Engagement" field value.
- D. Use the "Repeated Engagement" field to both suppress prospects from the original program and add them to new programs.

Answer: B

5."LenoxSoft is releasing a critical system change that requires their customers to take action in order to avoid service interruption.

How could they communicate this to all Pardot prospects?

- A. Send an automated operational email to all prospects.
- B. Send Engage emails to all prospect who are opted in.
- C. Send a list email to all prospects who are opted in.
- D. Send an operational email to all prospects.

Answer: D