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

Salesforce Certified Pardot Consultant

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**QUESTION 1**

Which two list types can be used as a suppression list on an email send? (Choose two answers.)

A. Static list

B. Dynamic list

C. Test list

D. Public list

Correct Answer: AB

**QUESTION 2**

LenoxSoft\'s marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Pardot Administrator take to automate this process?

A. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.

B. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.

C. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.

D. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

Correct Answer: C

**QUESTION 3**

Explain best practices for lead assignment and nuturing. Choose three:

A. Be strategic with Timing - emails need 6 - 45 days between, A quick rule of thumb: the longer your sales cycle, the longer your pauses.

B. Assign all prospects directly into Salesforce

C. Include an obvious CTA on nuturing

D. Communicating with sales, always include a CTA and remember to space out your content on the sales cycle itself.

Correct Answer: ACD

**QUESTION 4**

![Pass2Lead](https://Pass2Lead.com)
Which Pardot connector would allow an admin to append UTM parameters to a prospect record?

A. Bit.ly

B. Google AdWords

C. AddThis

D. Google Analytics

Correct Answer: D

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**QUESTION 5**

What is a good way in Salesforce to verify that a record is syncing to a prospect in Pardot?

A. The Pardot sync checkbox is checked

B. The first and last name fields are not empty

C. The Pardot URL field is not empty

D. The lead/contact URL in Salesforce contains "Pardot"

Correct Answer: C

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