

PARDOT-CONSULTANT^{Q&As}

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QUESTION 1

Which two features would indicate LenoxSoft's Pardot instance has been authenticated and is ready to send emails?
Choose 2 answers

- A. A green check mark next to the domain key policy
- B. A green check mark next to the FBS registration ID
- C. A green check mark next to the Salesforce Connected user
- D. A green check mark next to the domain SPF record

Correct Answer: AD

https://help.salesforce.com/articleView?id=pardot_email_authentication.htm&type=0

QUESTION 2

Lenoxsoft uses their existing email sending platform to send a monthly promotional email to subscribers on the 15th of each month. They are beginning their Pardot implementation on the 5th and must send the email on time. They have asked to focus on the minimum setup in Pardot in order to meet their email send deadline.

Based on the above constraints, what should the Consultant determine to be the first steps in Pardot?

- A. Set up a Pardot campaign, import necessary subscriber lists, and transfer email templates to Pardot.
- B. Implement Pardot tracking code, set up email authentication, and create page actions for website views.
- C. Create a folder structure, import, and map sales users, and transfer email templates into Pardot.
- D. Set up email authentication, import necessary subscriber lists, and transfer email templates into Pardot.

Correct Answer: D

QUESTION 3

LenoxSoft would like to enable the Google AdWords connector in Pardot. Which of the following would you NOT advise them on before they enable the connector?

- A. They should ensure their URL structures can handle parameters before verifying the connector.
- B. The connector cannot be linked directly to an MCC account.
- C. The connector will update all of their AdWords ads to include the tracking parameter, including those that were deleted or disabled.
- D. The connector will make copies of their AdWords ads (not including those that were deleted or disabled) and include the tracking parameter in the URL for the new versions.

Correct Answer: C

QUESTION 4

"If an organization has several Pardot users who require direct login access to pi.pardot.com, what should be done before enabling user sync?"

- A. Create a custom user role for Pardot Only users in Pardot.
- B. Make sure the CRM username field on user records are empty.
- C. Set the users as Marketing user roles in Pardot before enabling user sync.
- D. Delete and recreate the specific users after enabling user sync.

Correct Answer: B

QUESTION 5

LenoxSoft asks you about whether filtered prospects will be affected if they are registering for an event using your WebEx connector. What advice do you give them?

You simply remind them that since registering for an event is a completion action it will always run when a form is filled out.

- A. Filtered prospects will not be registered for a webinar through a Pardot form since "Register for a webinar" completion action and Pardot prospects who are filtered do not have completion actions applied to them.
- B. That may happen occasionally, but they shouldn't worry too much since most filtered prospects are usually staff members.
- C. Filtered prospects for the webinar either by removing the filter or having the filtered prospects register through the WebEx registration form itself.
- D. Filtered prospects will not be registered for a webinar through a Pardot form, but you can still register your

Correct Answer: C

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