

100% Money Back
Guarantee

Vendor:Salesforce

Exam Code:CRT-160

Exam Name:Salesforce Certified Pardot Consultant

Version:Demo

QUESTION 1

What three types of visitors can be viewed from the visitor table page? (Choose three.)

- A. Identified Visitors
- B. Inactive Visitors
- C. Active Visitors
- D. All Visitors
- E. Known Visitors

Correct Answer: ACD

QUESTION 2

What are the key technical items required to set up during implementation?

- A. Tracking Code
- B. Email Authentication
- C. CNAME
- D. IP Whitelisting
- E. Using Custom Fonts

Correct Answer: ABCD

QUESTION 3

How do you use an automation rule to opt out prospects?

- A. Change prospect field value: '\\Do Not Email\\' to '\\Do Not Email
- B. You can\\'t use an automation rule to opt-out prospects.
- C. Change prospect field value to Opt-out

Correct Answer: A

QUESTION 4

One of your clients has a grading profile for business units in both United States and Canada. Both profiles contain options for the industry field and several prospects with the grade of "A".

What do we know about your clients current grading strategy?

- A. Your client uses an automation rule to match the criteria US or canada to make a grading impact.
- B. Your client uses location based scoring categories
- C. Your client added location based criteria
- D. Your client must add prospect to a dynamic list

Correct Answer: A

QUESTION 5

What triggers a prospect record to sync from Pardot to the CRM? Choose 2 answers

- A. Landing page submission
- B. Mapping new custom fields
- C. Form submission
- D. Opening an email

Correct Answer: A

QUESTION 6

Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead's Pardot information (score/grade) transferred over. How do you address this issue?

- A. Pardot only shows this information on the lead record.
- B. Once converted, this information shows on the account record and not the contact.
- C. The administrator needs to create lookup fields on the contact to see this from the lead.
- D. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.

Correct Answer: D

QUESTION 7

Where should the campaign tracking code be pasted in your web page HTML?

- A. After the tag.
- B. Before the tag.
- C. Before the tag.

D. After the tag.

E. Before the tag.

Correct Answer: C

QUESTION 8

You can set up scheduled emails underneath which tab in the navigation menu?

A. Marketing

B. Prospects

C. Reports

D. Admin

Correct Answer: A

QUESTION 9

An engagement program is using a dynamic list. A prospect was matching the rules of the list and completed Steps 1 through 3 of the engagement program. The prospect then was removed from the dynamic list because they no longer matched the rules.

If the prospect is added back to the dynamic list, what can an Administrator expect to happen?

A. The prospect will continue on the engagement program to Step 3.

B. The prospect will begin the engagement program again on Step 1.

C. The prospect will be added to a suppression list used by the engagement program.

D. The prospect will continue on the engagement program to Step 4.

Correct Answer: D

QUESTION 10

Where will the submissions be reported if a form is iframed into a website page?

A. On the landing page's layout template

B. On the form's layout template

C. On the form

D. On the landing page

Correct Answer: A

QUESTION 11

Pardot Support needs access to your account to help you troubleshoot an issue. How do you grant them access?

A. By selecting 'Grant Account Access' under Support on the admin overview page.

B. By hovering over the person icon and selecting 'Grant Account Access'.

C. Under Settings > 'Grant Account Access'

D. You don't have to grant access

Correct Answer: B

QUESTION 12

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