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- **Exam Code: Pardot-Consultant**
- **Exam Name: Pardot Consultant**
- **Number of Questions: 233**
- **Certification Name: Pardot Consultant**
- **Exam Language: English**
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Question No. 1

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

Answer: C

Question No. 2

LenoxSoft's database can be split into two categories: active and inactive. They want to begin to retarget the inactive database with an email marketing campaign that:

Automatically add prospects to the list that were emailed twice in the last six weeks and inactive in the last 45 days.

Once their activity increases, they should be removed from the list. What should be their strategy?

- **A.** Create a Dynamic List with the criteria of ""prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been active in the last 45 days"".
- **B.** Create a Segmentation rule with the criteria of ""prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been active in the last 45 days"".
- **C.** Create a Dynamic List with the criteria of ""prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been inactive in the last 45 days'.
- **D.** Create an Automation rule with the criteria of ""prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been inactive in the last 45 days"".

Answer: C

Question No. 3

LenoxSoft product is setup on an annual renewal. The marketing team is having issues to send emails out to their prospects when its time to renew on the annual product. On top of it sales is complaining they have no insights when an annual renewal email was sent. LenoxSoft uses a custom field of ""Contract"" with a value of ""Renewed"" for prospects who have already renewed their product subscription or its ""blank"" if they have yet to renew. LenoxSoft wants to automate this process with an engagement studio that can do the following:

- * Adds/Removes prospects to the engagement studio based on renewal status
- * Sends a series of emails to renew their subscription
- * Gives sales continuous insights to prospect engagement.

Based on the above criteria what would you recommend to LenoxSoft?

- **A.** Build automation rules add criteria as Contact as blank add action as notify assigned user
- **B.** Build dynamic list add criteria as Contact as ""Renewed"" add action as notify assigned user
- **C.** Build dynamic list add criteria as Contact as blank add action as notify assigned user
- **D.** Build automation rules add criteria as Contact as ""Renewed"" add action as notify assigned user

Answer: C

Question No. 4

LenoxSoft sends a list email to the ""2021 Virtual Event" list, and does not use a suppression list. The next day, an account manager wants to know why his prospect did not receive the email even though they were a member of the list.

What could have prevented this prospect from receiving the list email?

- **A.** The prospect was no longer a member of the ""2021 Virtual Event" list used for the email send.
- **B.** The Dedicated IP address was not warmed up appropriately before the email was scheduled.
- **C.** A second prospect with the same email address received the email under 'allow multiple prospects with the same email address.'
- **D.** The prospect already received the email already received another Pardot email within the past business day, based on the account's business hours.

Answer: C

Question No. 5

What record page layouts can the Send Engage Email button be added to?

- **A.** Opportunity
- **B.** Case
- **C.** Contract
- **D.** User

Answer: A

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