

# PARDOT-CONSULTANT<sup>Q&As</sup>

Salesforce Certified Pardot Consultant

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### QUESTION 1

LenoxSoft is setting up a brand new Pardot business unit. They have identified a set of five users in Salesforce who will need to have Administrator roles in Pardot. What should they do to provide these users access to Pardot?

- A. Change each user's profile in Salesforce to the System Administrator role, which will create them as Administrator users in Pardot.
- B. Provide each user with a unique activation link to create their own Administrator user records in Pardot.
- C. Import the users into Pardot and select the Administrator role on their Pardot user records.
- D. Add users to the Marketing Users group from Marketing Setup in Salesforce and map their user profiles to the Administrator roles.

Correct Answer: C

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### QUESTION 2

There is Custom Field Type in Pardot called Email

- A. True
- B. False

Correct Answer: B

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### QUESTION 3

Select three available Pardot Editions

- A. Pardot Growth
- B. Pardot Plus
- C. Pardot Professional
- D. Pardot Advanced
- E. Pardot Ultimate
- F. Pardot Standard

Correct Answer: ABD

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### QUESTION 4

Select available Social Media Connectors

- A. Twitter
- B. Facebook
- C. CD LinkedIn
- D. AddThis
- E. FullContact

Correct Answer: DE

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#### QUESTION 5

Several of the sales team members at LenoxSoft have shared that their customers are getting autoresponder emails, but they are not receiving other marketing sent emails. After investigating, they found that the leads and contacts in question are opted out.

How should LenoxSoft enable these prospects to get marketing content again?

- A. Run a permission pass effort to all of the leads and contacts who have opted out.
- B. Enable the prospect resubscribe feature in Pardot to allow prospects to opt back in.
- C. Create an automation rule to clear the opt out field on the leads and contacts.

Correct Answer: B

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