Salesforce

CRT-160 Exam

Salesforce Certified Pardot Consultant Exam

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Version: 11.0

Question: 1

What should be enabled on a Pardot form if an Administrator wants to sign many people up on the same computer at a trade show booth?

A. reCAPTCHA
B. Kiosk/Data Entry Mode
C. Progressive Profiling
D. "Not you"? Link

Answer: B

Question: 2

How many visitors per identified company will be displayed in the Identified Companies table on the dashboard?

A. As many visitors that have engaged with the website from that company.
B. 1
C. 2
D. 3

Answer: B

Question: 3

An Administrator wants to have a thank you email sent after the form on the "Request a Demo" landing page is submitted.
Where can this be configured to ensure that every time the landing page is completed, the email is sent?

A. Configure an autoresponder email to send as a completion action when the 'Request a Demo" landing page has been submitted.
B. Configure an automation rule to send the email when "Request a Demo" form has been successfully completed.
C. Configure a segmentation rule to send the email when "Request a Demo" landing page has been successfully completed.
D. Configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted.

Answer: D

Question: 4

What does the Google Analytics connector allow Pardot to do?

A. Sync prospects with Google AdWords.
B. Send emails to prospects from Gmail.
C. Update the conversion field in Google Analytics.
D. Append UTM parameters to a prospect record.

Answer: D

Question: 5

A user needs to change which form is used in a running engagement program.
What is the first step the user must take in order to make this change?

A. Name the new version of the program
B. Pause the program
C. Delete the old form
D. Edit the program

Answer: B

Question: 6

In order for the Salesforce connector to verify, what does the connector user need to enter?

A. The Administrator's Pardot credential
B. The Administrator's Salesforce credential
C. The connector user's Salesforce credential
D. The connector user's Pardot credential

Answer: C

Question: 7

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn't be able to get added back to it.
What is a recommended way to create this type of list?

A. Use a completion action on the form to automatically add anyone who completes it to the list.
B. Use a dynamic list that matches prospects as they complete the form.
C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.

D. Use table actions to add prospects who have completed the form to the list.

Answer: B

Question: 8

Which Pardot asset would an Administrator create in order to collect the information form prospects who are interested in being for an upcoming product launch?

A. Engagement program with product launch details.
B. Email template with a form embedded into the HTML.
C. Landing page without a form.
D. Landing page with a form.

Answer: A

Question: 9

Which type of custom field can be created within Pardot?

A. Campaign, Opportunity, Prospect
B. Case, Contact, Lead
C. Account, Prospect, User
D. Account, Opportunity, Prospect

Answer: D

Question: 10

Which three activities can increase or decrease a score in the baseline scoring system? (Choose three answers.)

A. Landing page error
B. Unsubscribed from email
C. Assigned to a user
D. Webinar attended
E. Form submission

Answer: A,D,E

Question: 11

What does Pardot use to track HTML email opens?

A. A tracking link is used as soon as a prospect clicks to open the email.
B. A tracking pixel loads on HTML emails when images are downloaded.

C. Opens are only tracked if a link is clicked; otherwise they are NOT tracked.

D. A tracking pixel loads on text emails when images are downloaded.

Answer: B

Question: 12

Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

A. Submitting a form on a landing page.

B. Matching an automation rule.

C. Viewing more than one web page.

D. Clicking on a tracked link in an email.

Answer: A,D

Question: 13

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

Answer: A,B

Question: 14

The "New Customers" engagement program has the "Customers" recipient list and the 'Partners' suppression list added in the program's setup.

If a prospect is on both lists, what should an Administrator expect to happen?

A. The prospect will get none of the emails, but the actions will still trigger.

B. The prospect will get none of the emails.

C. The prospect will get all of the emails once.

D. The prospect will get all of the emails twice.

Answer: B

Question: 15

A company wants to send emails from a new domain.

Where should an Admin navigate to in Pardot to add the new domain?

A. Marketing | System Emails
B. Marketing | Email Sending Domains
C. Admin | Security
D. Admin | Domain Management

Answer: D

Question: 16

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.

Answer: D

Question: 17

A custom Prospect field in Pardot must have what mapped to it in order to sync with Salesforce?

A. A Salesforce field name
B. A dropdown list
C. A field ID
D. A text type field

Answer: A

Question: 18

Which two Facebook accounts can be posted to using the Pardot Facebook connector? (Choose two answers.)

A. Video Pages
B. Linked Instagram Pages
C. Company Pages
D. Personal Pages

Answer: C,D

Question: 19

Which type of asset is permanently deleted and NOT saved in the recycle bin?

A. Automation rules
B. Site searches
C. Landing pages
D. Content files

Answer: D

Question: 20

What would an Administrator use to send a single email to a list of prospects?

A. List email
B. Engagement program
C. Social message
D. Email template

Answer: D

Question: 21

What user role must a Pardot user have in order to verify the Salesforce connector?

A. Sales manager
B. Sales
C. Marketing
D. Administrator

Answer: D

Question: 22

If a form is added to a landing page, where will the submissions be reported?

A. On the landing page
B. On the form
C. On the landing page's layout template
D. On the form's layout template

Answer: B

Question: 23

Which three user role security limits can be added to an individual user account? (Choose three answers.)

A. Max number of emails the user can send.
B. Max number of prospects the user can manually delete.
C. Max number of records a user can import.
D. Max number of prospects the user can manually create.
E. Max number of prospects the user can export.

Answer: A,C,E

Question: 24

Which two actions can be used to change a prospect's Pardot campaign? (Choose two answers.)

A. Create an automation rule to change Pardot campaign for prospects meeting certain criteria.
B. Add the prospect to a static list.
C. Create a segmentation rule to change the Pardot campaign for prospects meeting certain criteria.
D. Manually change the prospect's Pardot campaign when editing the prospect record.

Answer: A,D

Question: 25

A form is created to automatically register prospects to a webinar upon submission.
Which automation tool should be used to accomplish this?

A. Adding a completion action to register prospects on the form.
B. Creating a segmentation rule to register prospects based on the form submission.
C. Creating an automation rule to register prospects based on the form submission.
D. Adding a form completion action as criteria for a dynamic list to be used as a recipient list.

Answer: C

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