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Exam : **CRT-160**

Title : Salesforce Certified Pardot
Specialist

Vendor : Salesforce

Version : DEMO

NO.1 A Pardot customer uses a lot of landing pages for their lead generation strategy. They are creating a layout template and importing in HTML from their website to customize the look and feel of their landing pages. When placing a Pardot form on their Pardot landing page using this layout template, the form doesn't appear.

What could be the issue?

- A. The %%content%% variable tag in the layout template code was missing.
- B. The form HTML embed code in the layout template code was not used.
- C. The same layout template on both the form and the landing page was not used.
- D. The landing page on a browser with the cookies cleared was not tested.

Answer: A

NO.2 What is required when sending a Pardot email from an assigned user?

- A. The assigned user must be connected through user sync.
- B. All prospects on the recipient list must be assigned to a user.
- C. There must also be a general or specific user as a sender.
- D. The email must also contain assigned user merge fields.

Answer: C

NO.3 which two considerations should be made when implementing an account-based marketing strategy?

Choose 2 answers

- A. Account-based marketing can be implemented in stages.
- B. Account-based marketing is only a good fit for certain industries.
- C. Account-based marketing personalizes experiences for prospects.
- D. Account-based marketing completely replaces broad-based marketing.

Answer: A,C

NO.4 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.

Answer: D

NO.5 "LenoxSoft is releasing a critical system change that requires their customers to take action in order to avoid service interruption.

How could they communicate this to all Pardot prospects?

- A. Send a list email to all prospects who are opted in.
- B. Send Engage emails to all prospect who are opted in.
- C. Send an operational email to all prospects.
- D. Send an automated operational email to all prospects.

Answer: C

NO.6 You have several white papers on your website, but you want to start gateing those and gather more and more details about prospects as they download the white papers. What is the best way to achieve this?

- A. Create a form per white paper and enable progressive profiling
- B. Create a form handler for each white paper
- C. Create a form handler and enable progressive profiling
- D. Create a form and enable progressive profiling

Answer: A

NO.7 A customer has a CSV file of existing leads and contacts they want to import into Pardot as new prospects. Their Salesforce org contains duplicate leads and contacts with the same email address. They want to make sure the newly created prospects in Pardot are linked to specific lead and contact records in Salesforce. Their Pardot account allows multiple prospects with the same email address. What import method should be recommended?

- A. Match records by CRM ID
- B. Match records by fuzzy match rules
- C. Match records by Account ID
- D. Q Match records by email address

Answer: A

NO.8 How long can it take for Custom Object in Pardot to sync with Salesforce

- A. 10 minutes
- B. 1 hour
- C. 4 hours
- D. 2 minutes, because that's the frequency of Pardot looking for changes in Salesforce

Answer: C

NO.9 LenoxSoft hosts content in Pardot and makes it available to prospects via a form submission on their website. They have noticed a high number of form submissions, but some email addresses provided appear to be invalid or fake.

Which two strategies for gating content should ensure real prospects are the ones accessing the content?

Choose 2 answers

- A. Using the data format drop-down, set the email validation option at the form level.
- B. Send the content via an autoresponder email with a link to download the content.
- C. Prospects with invalid emails are marked as 'Do Not Email' to avoid future communication.
- D. Prospects with invalid emails are sent an autoresponder requesting email verification.

Answer: A,D

NO.10 Which is true about Pardot File Hosting limits

- A. Pardot Growth Edition: 1GB Pardot Plus Edition: 5GB Pardot Advanced Edition: 10GB
- B. Pardot Growth Edition: 500MB Pardot Plus Edition: 2GB Pardot Advanced Edition: 5GB
- C. Pardot Growth Edition: 100MB Pardot Plus Edition: 500MB Pardot Advanced Edition: 10GB
- D. No limits at all

Answer: C

NO.11 LenoxSoft's web developer told the marketing team that the company website already has a Google Analytics tracking code in place, so the Pardot tracking code is unnecessary.

Which two benefits of installing the Pardot tracking code should be considered?

Choose 2 answers

- A. Track the prospect's click path through the website's content.
- B. Capture complete demographic information about an anonymous visitor.
- C. Associate visitor activity to a prospect on form submission.
- D. Trigger page actions to occur when a prospect visits a certain URL.

Answer: A,D

NO.12 Why should a company assign prospects in Pardot via Salesforce active assignment rules instead of using other Pardot assignment actions?

- A. The ability to allow Salesforce to overwrite an assigned user in Pardot
- B. The ability to assign prospects via automation instead of manually
- C. The ability to assign prospects based on specific criteria being met
- D. The ability to use existing complex Salesforce lead routing processes

Answer: C

NO.13 LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Pardot to ensure a high deliverability rate in their initial Pardot email sends. Choose 2 answers:

- A. When was the last time a prospect was emailed in their current email provider.
- B. How many emails a month were sent from the current email provider
- C. The date LenoxSoft last compared data between the email provider and Salesforce.
- D. Identify the currently mailable and unmailable prospects in their current email provider.

Answer: A,D

NO.14 What type of fields are not supported by the Pardot sync

- A. Time
- B. Formula
- C. Geolocation
- D. Text Area (Rich)
- E. Date/Time

- F. Lookup Relationship
- G. External Lookup Relationship
- H. Date/Time

Answer: B,C,D,F,G

NO.15 LenoxSoft has a Product Interest form where prospects can select a field value for which product lines they are interested in. The company wants that form field to automatically add prospects to a list for the product line they are interested in. If they select "Product Line A," it will add them to the "Product Line A" list. If the prospect field value doesn't contain "Product Line A," they would also like them to be removed from the list.

Which automation tool in Pardot should be used?

- A. Segmentation rule
- B. Completion action
- C. Automation rule
- D. Dynamic list

Answer: D

NO.16 LenoxSoft is a global company interested in creating Pardot Business Units (PBUs) to support their regional needs. How should they to access PBU features?

- A. Purchase separate Pardot accounts
- B. Enable "Business Unit'connector setting
- C. Use the Pardot Lightning App
- D. Move all users to Salesforce Lightning

Answer: C

Explanation:

https://help.salesforce.com/articleView?id=sf.pardot_sf_connector_pbuser_parent.htm&type=5

NO.17 What three features in Pardot can utilize Handlebars Merge Language (HML) merge fields?

Choose 3 answers

- A. User Notifications
- B. Dynamic Content
- C. User Signatures
- D. Email Templates
- E. Social Posts

Answer: B,C,D

NO.18 What activities can be done in Pardot's engagement program? [Choose one answer]

- A. Trigger, activity and check
- B. Trigger, listen and check
- C. Trigger, action and rule
- D. Trigger, activity and rule

Answer: C

NO.19 A Salesforce Engage user is on their way to a customer offsite. The user just had a conference call on their smartphone and closed a new customer.

How could the sales rep remotely and immediately begin the onboarding nurture process for this new customer?

- A. Use the Salesforce "Add to Nurture" button.
- B. Use the Salesforce "Send Pardot Email" button.
- C. Use the Salesforce Mobile App "Add to Nurture" button.
- D. Use the Salesforce Mobile App "Send an Email" button.

Answer: A

NO.20 LenoxSoft currently operates with two Pardot Business Units (PBUs), one for their United States division and another for their European division. In the new year, each business unit (BU) is planning on building the same set of marketing assets and will use them to run the similar campaigns. Once connected campaigns have been enabled, what approach should be recommended?

- A. Add the Einstein Campaign Insights component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two child campaigns, each related to a single BU > Enable "Include child campaigns" on the parent campaign
- B. Add the Engagement History component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two child campaigns, each related to a single BU > Enable "Include child campaigns" on the parent campaign
- C. Create a campaign that is related to both BUs > Create a new dataset in B2B Marketing Analytics that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs
- D. Create a separate campaign for each BU > Create a new dataset in Salesforce reports that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs

Answer: B

NO.21 "LenoxSoft wants to send an email to existing customers about a new product offering and will be using Handlebars Merge Language (HML) merge fields to personalize the email content. They are concerned some of the recipient prospect records may not have all of the fields populated that will be used to personalize the content.

What two options could be implemented to prevent empty field values from appearing in the email? Choose 2 answers

- A. Use HML conditional logic statements
- B. Define page actions to replace field values
- C. Use HML merge field modifiers
- D. Define default mail merge values for fields

Answer: B

NO.22 LenoxSoft wants to optimize asset usage while discovering new audiences. What tool should they use?

- A. Einstein Lead Score
- B. Pardot Business Units

- C. Einstein Behavior Scoring
- D. Einstein Campaign Insights

Answer: D

Explanation:

https://help.salesforce.com/articleView?id=sf.pardot_einstein_campaign_insights.htm&type=5

NO.23 There are a number of unassigned prospects in the Lenoxsoft database that have not been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100. What automatic workflow can be created to prevent them from getting assigned?

- A. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days

Answer: D

NO.24 LenoxSoft wants to measure their brand awareness to raise their brand recognition for their company. The company wants to use Pardot to increase the number of impressions across their online channels. Which are the best reports to monitor impressions to help measure LenoxSoft's brand awareness of a period of time?

- A. Monitor no of visitors, form conversion and email click-through rate reports month over month
- B. Monitor no of visitors, social post engagements and natural search reports month over month
- C. Monitor no of prospects, social post engagements and paid search reports month over month
- D. Monitor no of prospects, form submission and email open rate reports month over month

Answer: B

NO.25 LenoxSoft is requesting a nurture campaign for cold leads. Anyone who clicks on the CTA they want to create a call campaign and anyone who doesn't click on the CTA they want them to eventually be deleted (sent to recycle bin). What objects in Pardot & SFDC would you use?

- A. Pardot Automation Rule
- B. Pardot Static List
- C. Pardot Engagement Program
- D. Salesforce Queue
- E. Pardot Marketing Campaign

Answer: B,C,E

NO.26 Which actions can be achieved with completion actions? [Choose three answers]

- A. Set profile
- B. Assign to queue
- C. Increment prospect field value

D. Notify account owner

Answer: A,B,C

NO.27 How many scheduled Engagement Programs is it possible to have

A. 10

B. 3

C. 15

D. 5

Answer: A

NO.28 Which are Actions Available with Salesforce Connector (Choose three)

A. Assign prospect via Salesforce active assignment rule

B. Assign prospect to queue

C. Add to Salesforce campaign

D. Delete a Salesforce task

E. Create a Salesforce event

Answer: A,B,C

NO.29 What are available Data Formats in Pardot Form Fields

A. Email not from ISPs and free email providers

B. Phone

C. Email with valid mail server

D. Email

E. Number

F. Date

G. Password

H. Text

Answer: A,C,D,E,H

NO.30 LenoxSoft has purchased a list of prospects and wants to send emails to those prospects in Pardot immediately. What is the correct way to handle this?

A. Recommend that they must receive explicit permission from those prospects on the purchased list before they can upload that prospect list into Pardot.

B. Have LenoxSoft split their purchased list into multiple sends so as to not affect the IP's reputation.

C. Run a permissions pass on the purchased lists to get permission quickly before sending them a marketing email.

D. Recommend that it is okay to send to purchased lists in Pardot.

Answer: A