

Salesforce.CRT-160.v2023-03-14.q91

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https://www.freepdfdumps.com/Salesforce.CRT-160.v2023-03-14.q91.html	

NEW QUESTION: 1

The marketing team likes to thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them. What Pardot feature of email now can be used to run these tests?

- A. Create a test list of approved users to use in the testing tab of the email now.
- B. Create a dynamic list of approved users to use as the recipient list in the sending tab.
- C. Create a static list of approved users to use as the recipient list in the sending tab.
- D. Create a one off email test send by entering an email address in the Send to Emails section of the testing tab

Answer: A (LEAVE A REPLY)

NEW QUESTION: 2

LenoxSoft has two business units (BUs): one that operates in France and another that operates in the United States. Salesforce users speak the language that aligns to their BU, and have Salesforce user profiles specific to their respective BU (ex. "France Marketer"). What steps should the Pardot administrator take to align the Pardot user interface with the Salesforce user interface?

- A. Create Pardot users through Salesforce User Sync in each BU and allow the user's language to be inherited from Salesforce.
- B. Create Pardot users manually and set each user's language preference based on the BU and language they speak.
- C. Create Pardot users manually and allow each user's language to be inherited from the BU's language preference in Account Settings.
- D. Create Pardot users by importing them into Pardot with their language preferences included in the CSV import file.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 3

It is possible to assign certain Prospect to selected Scoring Category

- A. True
- B. False

Answer: B (LEAVE A REPLY)

NEW QUESTION: 4

Which actions can be achieved with completion actions? [Choose three answers]

- A. Set profile
- B. Increment prospect field value
- C. Notify account owner
- D. Assign to queue

Answer: A,B,D (LEAVE A REPLY)

NEW QUESTION: 5

LenoxSoft has two Pardot accounts: Account A and Account B.

Both accounts are syncing with the same Salesforce org.

Their marketing teams have consolidated and have decided to merge Account B into Account A.

What action should they take to successfully complete the migration?

- A. Include prospect activity history from Account B in their prospect import if they want to retain it.
- B. Get a brand new Pardot org and migrate both Account A and Account B into it.
- C. Export existing custom field mappings to import desired fields into Account A.
- D. Manually rebuild any automations built in Account B in Account A.

Answer: D (LEAVE A REPLY)

<https://help.salesforce.com/articleView?id=000318300&type=1&mode=1>

NEW QUESTION: 6

When you go to View HTML code section at selected Form record you can only see the iframe tag

- A. False
- B. True

Answer: B (LEAVE A REPLY)

NEW QUESTION: 7

It is recommended that Email Preference Center should use more than one page level depth

- A. False
- B. True

Answer: A (LEAVE A REPLY)

NEW QUESTION: 8

How many scheduled Engagement Programs is it possible to have

- A. 10
- B. 5
- C. 3
- D. 15

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

What is true about scoring? [Choose one answer]

- A. It is not possible to reset a prospect's score to 0.
- B. Salesforce opportunities can influence a prospect's score.
- C. Pardot will automatically assign prospects a score from F- to A+.
- D. Pardot comes with a scoring model that cannot be adjusted or changed.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 10

LenoxSoft's ideal buyer is a C-level executive with an employee base over 500. Their department should either be technology or finance. C-level is the best fit but managers should also be included as they may make purchasing decisions. Which is the correct profile criteria for grading used to give the ideal buyer an "A" grade.

- A. Job title - C-level 3/3 Job title - Manager 2/3 Size 3/3 Dept 3/3
- B. Job title - C-level 3/3 Job title - Manager 3/3 Size 2/3 Dept 3/3
- C. Job title - C-level 3/3 Job title - Manager 3/3 Size 3/3 Dept 3/3
- D. Job title - C-level 3/3 Job title - Manager 3/3 Size 3/3 Dept 2/3

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 11

Lenoxsoft currently uses a manual sales engagement process where assigned users manually add leads to lists based on a lead status value of "New". The Sales Manager wishes to develop a Sales Engagement Program that streamlines this process and has the following requirements: - Only leads with a status of "New" can be added to the Program. A lead with a status of "In Progress" CANNOT be added. - Assigned users should be notified when a lead has opened an email. Based on the above requirements, which is the best way to segment prospects for Lenoxsoft's Sales Engagement Program?

- A. Create a completion action based on the Lead Status field value.
- B. Create an automation rule based on the Lead Status field value
- C. Create a segmentation rule based on the Lead Status field value
- D. Create a dynamic list based on the Lead Status field value

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 12

LenoxSoft wants to foster a closer relationship between customers and their customer success team. Each customer account is owned by a LenoxSoft success team member, who should be the sender of all Pardot emails sent to any contacts at that account. Which setting would make the Pardot email send from the appropriate success team member?

- A. Set the sender of the email as a custom CRM user.
- B. Set the sender of the email as a specific user.
- C. Set the sender of the email as the assigned owner.
- D. Set the sender of the email as the account owner.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 13

A company's sales reps use the "Status" field in Salesforce to indicate where the lead is in the sales funnel. A Pardot administrator wants to send each prospect a series of nurture emails when their sales rep updates their "Status" field to "Nurture." The administrator wants to automate this entirely inside of Pardot.

How should this workflow be automated?

- A. Create a CRM Visible list in Pardot > Have sales also add these "Nurture" leads to that list in Salesforce > Create an automation rule to send email based on list membership
- B. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create an automation rule to detect the "Nurture" value > Automation rule sends an autoresponder email
- C. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create a dynamic list to detect the "Nurture" value > Add as recipient list on engagement program to send emails
- D. Create a report in Salesforce based on lead status of "Nurture" > Export and import into Pardot > Create a list from import > Add as recipient list on engagement program

Answer: C (LEAVE A REPLY)

NEW QUESTION: 14

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 prospects, form submission and email open rate reports month over month
- B. Monitor no of prospects, social post engagements and paid search reports month over month

C. Monitor no of visitors, form conversion and email click-through rate reports month over month

D. Monitor no of visitors, social post engagements and natural search reports month over month

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

What is true about Dynamic Content? [Choose three answers]

A. You can use dynamic content in subject lines

B. You can add up to 25 variations of content

C. You can base variations on Scoring Categories

D. You can add dynamic content to web pages

Answer: A,B,D ([LEAVE A REPLY](#))

NEW QUESTION: 16

What would an Administrator set up to have a document automatically download after a successful form completion?

A. Create an email template that includes a link to your document. On your form, add a completion action to "Send autoresponder email" and select the email template that includes the document.

B. Redirect the prospect directly to the URL of the content by checking the box labeled "Redirect the prospect instead of showing the form's Thank You Content."

C. Redirect the prospect to a landing page that has a link to download the content by checking the box labelled "Redirect the prospect instead of showing the form's Thank You Content."

D. Include a link to the content in the Thank You Content of the form.

Answer: B ([LEAVE A REPLY](#))

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NEW QUESTION: 17

"A user imported a CSV file of 100 prospects into Pardot to perform a mass update on the Country field. When the import completed, they noticed only 90 prospects were updated.

Which two reasons could explain why the remaining 10 prospects were not updated?

Choose 2 answers

- A.** The remaining prospects are in the Recycle Bin and the user did not select to undelete them.
- B.** The remaining prospects' email addresses contained domains from free ISPs such as Yahoo and Google.
- C.** The user who performed the import is not the assigned user listed on the remaining prospects.
- D.** The Country field has validation enabled and the updated field values did not match existing values.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 18

LenoxSoft wants to give users from their sales and marketing teams the power to explore and visualize important data by using the Engagement History Embedded Dashboard. Which two steps should be completed so their users can begin exploring Pardot engagement data on the Salesforce campaign and Account records?

Choose 2 answers

- A.** Create a custom Salesforce dashboard using both standard and custom Salesforce reports for each team.
- B.** Assign the Analytics View Only Embedded App permission set to each user who wants to see the dashboard.
- C.** Have each team member log in and reference the dashboard in the Analytics Studio app.
- D.** Place the Embedded Engagement History Dashboards on the desired object page layout using the Lightning App Builder.

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 19

LenoxSoft is using a repeating Engagement Studio program to send prospects who complete a specific form a series of emails, increase the prospect score when the emails are engaged with, and notify an assigned user if the call to action in the email is completed. Prospects should only repeat the program when the form is completed again. How should LenoxSoft add the prospects?

- A.** By using a static list on the form's completion action that is used as the recipient list on the program, then remove prospects from the static list before every end step in the program.
- B.** By creating a dynamic list based on the form being completed and use that list as the distribution list on the program.
- C.** By using a static list on the form's completion action, then start the program with a "Form Completed" trigger so only prospects who completed the form will get the follow up actions.

D. By using an automation rule to add prospects to a static list based on the form being completed, then use that list as the recipient list on the program.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 20

LenoxSoft has a requirement to provide visitors to their website a consistent transition between their own hosted, branded web assets and LenoxSoft Pardot forms and assets. What should be implemented to meet this requirement?

- A. IP allowlist
- B. Tracker domain
- C. Custom redirects
- D. Page actions

Answer: B (LEAVE A REPLY)

[https://help.salesforce.com/articleView?](https://help.salesforce.com/articleView?id=sf.pardot_admin_tracker_domain_parent.htm&type=5)

[id=sf.pardot_admin_tracker_domain_parent.htm&type=5](https://help.salesforce.com/articleView?id=sf.pardot_admin_tracker_domain_parent.htm&type=5)

NEW QUESTION: 21

LenoxSoft wants to ensure that prospects who meet the following criteria are assigned to one of the five users. In a round robin fashion:

- * Completed the "Product Interest" form
- * A score higher than 100
- * A grade higher than a C
- * Is a member of the "Target Account" list

What should LenoxSoft use to accomplish this business requirement?

- A. Form completion action and user group
- B. Automation rule and user queue
- C. Form completion action and user queue
- D. Automation rule and user group

Answer: D (LEAVE A REPLY)

NEW QUESTION: 22

Which objects are synched between Pardot and Salesforce? [Choose two answers]

- A. Case
- B. Order
- C. Opportunity
- D. Account

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 23

The sales team wants marketing to automatically nurture current customers who are up for renewal in 60 days in an ongoing basis. Which two actions would be needed to nurture the prospects?

Choose 2 answers

- A. Make a repeating engagement program.
- B. Make a segmentation rule for the program.
- C. Make a recipient list for the program.
- D. Make a suppression list for the program.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 24

LenoxSoft asks their Pardot administrator to assist in routing all qualified leads so leads can be reviewed first, then assigned to individual sales reps. Their marketing team uses a combination of criteria to qualify leads before they become qualified.

What should be configured to assign qualified leads as requested?

- A. Create an automation rule to assign to a group when the qualification criteria is met.
- B. Create a completion action to assign to a lead queue when a high-value form is submitted.
- C. Create an automation rule to assign to a lead queue when the qualification criteria is met.
- D. Create a completion action to assign to a group when the prospect reaches a score of 100.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 25

Can Marketing both Import and Export Prospects?

- A. False
- B. True

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

While reviewing the Velocity section of the Pipeline Report in the B2B Marketing Analytics App, a Pardot administrator notices that it is taking prospects an average of 30 days to get from the Visitor stage to the Prospect stage. The admin wants to decrease this to 15 days.

What next steps should decrease the transition time?

- A. Refine scoring and grading models to only give the Sales team the most qualified leads.
- B. Offer more conversion points for visitors such as Pardot forms and landing pages.
- C. Improve lead qualification efficiency by using automation rules to pass leads over to Sales.
- D. Create lead nurturing programs to help the Sales team nurture leads until their deals close.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 27

"LenoxSoft wants to implement an ongoing targeted marketing effort focused on prospects in the high tech industry, with a score over 200, and a grade higher than a B.

If a prospect matches this criteria, they want to send a series of emails, add to a list, and notify the assigned sales representative.

What Pardot feature should be used to accomplish this marketing effort?

- A.** Create a complex rule in Engagement Studio to segment the prospects, followed by a series of action steps "
- B.** Create a static list to segment the prospects, and then schedule email list sends with completion actions
- C.** Create an automation rule with rules to segment the prospects and actions send the emails
- D.** Create a list using a segmentation rule, then use completion actions on a form for the actions

Answer: A (LEAVE A REPLY)

NEW QUESTION: 28

Can Email Preference Center demand for logging in

- A.** True
- B.** False

Answer: B (LEAVE A REPLY)

NEW QUESTION: 29

LenoxSoft is using three Pardot Business Units: United States, South America and Canada. The marketing team for each business unit wants to ensure only certain relevant opportunities sync to their business unit.

What should be configured in order to meet this requirement?

- A.** Marketing data sharing rules on accounts
- B.** Marketing data sharing rules on contact roles
- C.** Marketing data sharing rules on prospects
- D.** Marketing data sharing rules on opportunities

Answer: D (LEAVE A REPLY)

NEW QUESTION: 30

What is true about page actions? [Choose three answers]

- A.** You can define a page to be a priority page to highlight the activity to Sales reps and other users.
- B.** You cannot use auto responder emails with page actions.
- C.** It is possible to use URL wildcard by adding * to the end of the URL.

D. You cannot set the prospect's source campaign with page actions.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 31

What three features in Pardot can utilize Handlebars Merge Language (HML) merge fields?

Choose 3 answers

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

Answer: A,B,D ([LEAVE A REPLY](#))

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NEW QUESTION: 32

How many Social Posting Connectors is it possible to create

- A. Many but only one type
- B. You can create as many Social Posting connectors as you want
- C. One each type
- D. You can't use any Social Posting connector

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 33

What is available to choose within Repeat Rule

- A. Repetition Order
- B. Certain Prospects
- C. Days before eligible to repeat rule
- D. Limit rule matches

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 34

LenoxSoft is moving their forms from an external vendor into Pardot. The forms contain both default and custom fields. They want the forms to be hosted by Pardot for tracking purposes, but want to retain the same look and feel.

Which two actions should be taken to achieve this?

Choose 2 answers

- A. Import the list of custom fields used on their forms to create the fields in Pardot.
- B. Create the existing form links as custom redirects in Pardot for tracking.
- C. Migrate the HTML and CSS of the current form into a new Pardot layout template.
- D. Create the custom fields needed for the forms individually in Pardot.

Answer: C,D (LEAVE A REPLY)

[https://help.salesforce.com/articleView?](https://help.salesforce.com/articleView?id=sf.pardot_automation_page_actions.htm&type=5)

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NEW QUESTION: 35

LenoxSoft wants to quickly identify sales-ready leads from a list of prospects that came by their booth at a recent event. How should their engagement program be structured?

- A. Send emails using dynamic content based on prospect account fields
- B. Send highly targeted content first, followed by less targeted content
- C. Send five emails exactly seven days apart, without any following steps
- D. Send the least targeted content first, followed by more targeted content

Answer: A (LEAVE A REPLY)

NEW QUESTION: 36

LenoxSoft just published a buyer's guide, which includes ROI calculators, pricing information, and implementation details.

Which audience would gain the maximum benefit from receiving a guide?

- A. Prospects at the bottom of the funnel - actively deciding between vendors.
- B. Prospects at the middle of the funnel - interacting with blog content only.
- C. Prospects at the top of the funnel - newly sourced from a tradeshow.
- D. Prospects who have transitioned out of the funnel - with a recently closed deal.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 37

Which one is Pardot Video Connector

- A. Wistia
- B. Dailymotion
- C. Vimeo
- D. YouTube

Answer: (SHOW ANSWER)

NEW QUESTION: 38

LenoxSoft added Engagement History metric fields to campaign page layouts in their Salesforce org. All of the values for the Engagement History metric fields are "0".

What could be the explanation for this experience?

- A. The campaign is not a connected campaign so the data is not syncing.
- B. The Pardot users do not have the Pardot permission set and cannot see the data.
- C. The engagement with those assets happened before the fields were added to the page layouts.
- D. The data hasn't been refreshed in 24 hours so the values haven't been updated.

Answer: A (LEAVE A REPLY)

https://resources.docs.salesforce.com/latest/latest/en-us/sfdc/pdf/engagement_history_implementation_guide.pdf

NEW QUESTION: 39

What is true about Pardot tracking? [Choose two answers]

- A. Visitors and prospects that have "do not track" settings enabled on their browser will not have their activities tracked while on your site.
- B. Visitor filters can be added to Pardot to restrict tracking (clicks, visits, email notifications etc) from certain IP addresses
- C. The code is generated from a Salesforce campaign
- D. Cookies will always expire after 10 years

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 40

Monthly cost of Salesforce Engage is

- A. It's always free
- B. 15\$
- C. 50\$
- D. 100\$

Answer: C (LEAVE A REPLY)

NEW QUESTION: 41

Check the lowest and the highest available Prospect's score in Pardot

- A. A+
- B. D
- C. A
- D. F
- E. F-

Answer: B,E (LEAVE A REPLY)

NEW QUESTION: 42

How often does Pardot check for changes in Salesforce

- A. 2 minutes
- B. 10 minutes
- C. 5 minutes
- D. 1 hour

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 43

LenoxSoft does not use the Leads object in their Salesforce instance. This requires Pardot to create Contacts only if a new prospect record is created in Pardot and then assigned to a sales user. The sales manager also requires assignments to be distributed evenly across the sales teams.

How should LenoxSoft get started?

- A. Build an Automation rule looking for new prospects and add new records to Salesforce as contacts and assign via Salesforce Assignment rules.
- B. Enable the appropriate "optional Salesforce connector setting" and create an Automation rule to assign to a sales user.
- C. Build a Dynamic List looking for new prospects and create an Automation rule to assign members of that list via Salesforce Assignment rules as contacts.
- D. Enable the reverse sync feature through Pardot Support and create an Automation rule to assign prospects to a user in a group.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 44

"LenoxSoft's marketing team wants to track which of their white papers converts the most net new leads so they can write more like it.

What actions should be taken to ensure they can report on the statistics in Salesforce?

- A. Upload files to Pardot > create an engagement program with actions: add to Salesforce campaign and assign to user
- B. Add custom redirects for each white paper > add completion actions: add to Salesforce campaign and assign to user
- C. Create a form to gate each white paper > add completion actions: add to Salesforce campaign and assign to user
- D. Enable connected campaigns and campaign member sync > add files to Pardot with completion action: assign to user

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 45

LenoxSoft would like to enable the Google AdWords connector in Pardot. Which of the following would you NOT advise them on before they enable the connector?

- A. The connector cannot be linked directly to an MCC account.

- B.** The connector will update all of their AdWords ads to include the tracking parameter, including those that were deleted or disabled.
- C.** They should ensure their URL structures can handle parameters before verifying the connector.
- D.** The connector will make copies of their AdWords ads (not including those that were deleted or disabled) and include the tracking parameter in the URL for the new versions.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 46

Which is true about Pardot API limits

- A.** Pardot Growth Edition: 25 000 Pardot Plus Edition: 50 000 Pardot Advanced Edition: 100 000
- B.** Pardot Growth Edition: Pardot Plus Edition: 25 000 Pardot Advanced Edition: 100 000
- C.** All editions have 10 000 API limit
- D.** No limits at all

Answer: **B** ([LEAVE A REPLY](#))

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NEW QUESTION: 47

Which editions of Pardot provides Buisness Units and Einstein functionalities

- A.** All
- B.** Pardot Plus Edition and Pardot Advanced Edition
- C.** Only Pardot Advanced Edition and it includes unlimited Buisness Units
- D.** Only Pardot Advanced Edition and it includes 2 Buisness Units, then each subsequent costs 2 000\$/month

Answer: **D** ([LEAVE A REPLY](#))

NEW QUESTION: 48

The sales team has identified a group of leads who would be a good fit to purchase, but are not yet ready to do so.

What should the marketing team do with these leads until they are ready to purchase?

- A.** Create an engagement program to send educational content and notify sales if they engage.

B. Reset the prospect's score to 0 and reassign to sales once they submit a form to show interest.

C. Send the prospects a monthly newsletter with product demos or free trial offers.

D. Add the prospects to a suppression list to keep them from receiving marketing emails until they are ready to purchase.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 49

Which three Pardot asset types allow for embedded advanced dynamic content?

Choose 3 answers

A. Layout Templates

B. Landing Pages

C. List Emails

D. Content Files

E. Social Posts

Answer: **E** ([LEAVE A REPLY](#))

NEW QUESTION: 50

LenoxSoft wants to add 50 points to the scores for prospects who attended a webinar last month. How would you advise them to accomplish this?

A. Create a new segmentation rule.

B. Create a new automation rule.

C. Add a completion action to the form the prospects completed to register for the webinar.

D. Select all prospects in the webinar attendees table and use the table action at the bottom to add to their scores.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 51

LenoxSoft's Pardot administrator cannot see an email template that was created and marked for use for Engagement Programs while building a "send email" action in a nurture program.

What would explain this experience?

A. The administrator does not have folder permissions to the email template folder.

B. The administrator has not published the Email Template from a draft.

C. The administrator has not selected a sender for the Email Template.

D. The administrator does not have folder permissions to the Engagement Program.

Answer: **D** ([LEAVE A REPLY](#))

NEW QUESTION: 52

What can you do in Advanced Section of Look and Feel step in Pardot Form

A. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect

- B. Include "Not you?" link to allow visitors to reset the form
- C. Disable autoresponder emails on this form
- D. PI Enable explicit bot protecting using reCAPTCHA

Answer: A,B,D ([LEAVE A REPLY](#))

NEW QUESTION: 53

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. Create a folder structure, import, and map sales users, and transfer email templates into Pardot.
- C. Implement Pardot tracking code, set up email authentication, and create page actions for website views.
- D. Set up email authentication, import necessary subscriber lists, and transfer email templates into Pardot.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 54

Marketing is under pressure to provide their sales team with more leads. A Pardot administrator is looking at the Pipeline Dashboard Report in the B2B Marketing Analytics App and notices an extremely high number of prospects compared to Marketing Qualified Leads (MQLs).

Which two steps should increase the number of qualified leads being passed to sales?

Choose 2 answers

- A. Increase gated content on the website to provide more scoring opportunities.
- B. Increase their scoring threshold to give the Sales team the most qualified leads.
- C. Improve prospect data by adding fields to existing forms and making them required.
- D. Improve lead qualification efficiency by using automation rules for prospect assignment.

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 55

LenoxSoft has published a new white paper. When prospects submit a "Request a Download" form, they should receive this white paper in an email. All prospects who receive the email and view the white paper should receive an additional +10 points added to their score.

Which sequence of events would meet their goal?

A. Upload the white paper as a new File > Create a new Form > On Step 4 of the Form Wizard, check the box to "Redirect the prospect instead of showing the form's Thank You Content" and specify the white paper file link > Add Completion Actions "Send autoresponder email" AND

"Adjust score :: +10" to the Form

B. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion actions "Send autoresponder email" AND "Adjust score :: +10"

C. Upload the white paper as a new File > Create a Custom Redirect to the white paper file with the Completion Action "Adjust score :: +10" > Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion Actions "Send autoresponder email"

D. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template with the Completion Action "On click :: Adjust score :: +10" that contains the Custom Redirect link > Create a new Form with the Completion Actions "Send autoresponder email"

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 56

LenoxSoft is launching a new customer newsletter and wants to ensure prospects who receive their product launch announcements are able to express interest in opting in to receive the newsletter as well. Which feature should meet their needs?

A. Email Preference Center and Dynamic Public List

B. Email Preference Center and Static Public List

C. Static Public List and Automation Rule

D. Salesforce Engage and CRM Visible List

Answer: **B** [\(LEAVE A REPLY\)](#)

NEW QUESTION: 57

A marketing team is rolling out several pieces of content that will qualify leads as sales-ready and then gated behind Pardot forms. They want to be able to filter tables in Pardot by a prospect's interaction with each piece of content.

What strategy would allow the team to do this?

A. Track downloads in the form reports and build different lists for all submissions.

B. Build dynamic lists respectively based off of those form submissions.

C. Add a form completion action to apply a tag with the name of the piece of content.

D. Add a form completion action to add prospects to the right Salesforce campaign.

Answer: **C** [\(LEAVE A REPLY\)](#)

NEW QUESTION: 58

There is limitation of 50 forms and 50 landing pages in Pardot Growth Edition and also you can't create more than one Scoring Category in this edition

- A. True
- B. False

Answer: A (LEAVE A REPLY)

S

NEW QUESTION: 59

What is possible with a trigger in engagement program? [Choose two answers]

- A. File open
- B. Specific email link click
- C. Email link click
- D. Form handler error

Answer: A (LEAVE A REPLY)

NEW QUESTION: 60

There is Custom Field Type in Pardot called Email

- A. False
- B. True

Answer: A (LEAVE A REPLY)

NEW QUESTION: 61

LenoxSoft wanted to deduct a prospect's score by 100 points if they visited their careers page on the website, what would be the best recommendation to implement?

- A. Automation rule
- B. Completion action
- C. Page action
- D. Custom redirect

Answer: (SHOW ANSWER)

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NEW QUESTION: 62

One of LenoxSoft's goals is to effectively use engagement studio programs to continuously reengage cold leads until they become active. To do so, the marketing team needs to build a list of cold prospects.

What is the optimal use case to segment these prospects?

- A. Run a Dynamic List where the criteria is "Prospect Time Last activity Days ago is greater than 90".
- B. Run a Dynamic List where the criteria is "Prospect Time Created Days ago is greater than 90".
- C. Run a Segmentation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 days".
- D. Run an Automation rule where the criteria is " Prospect Time Last activity Days ago is greater than 90 day."

Answer: B (LEAVE A REPLY)

NEW QUESTION: 63

LenoxSoft finds that prospects are unsubscribing from emails, but they wants to make sure the prospects are intending to unsubscribe from all emails and it isn't a mistake.

What should be implemented?

- A. Opt prospects back in only if they have interacted with other marketing content and have a Pardot score greater than 10 using an automation rule.
- B. Create a completion action to assign a task to the Assigned User to make a phone call to ensure the prospect intended to unsubscribe.
- C. Opting out a prospect is irreversible. A solution to confirm the opt out or opt prospects back in cannot be implemented.
- D. Set up a Pardot template for the automated resubscribe feature to have an email sent to allow opted out prospects to opt back in.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 64

"How could the prospect field 'Pardot Hard Bounce' be updated so a prospect becomes mailable?"

- A. Change the email address to a valid email address
- B. Clear the "Do Not Email" field on the prospect record
- C. Remove the value in the 'Pardot Hard Bounce' field
- D. Update the "Opt Out" field on the prospect record

Answer: (SHOW ANSWER)

NEW QUESTION: 65

LenoxSoft wants to implement a form to be used in multiple places on their website, including their "Contact Us" page, for prospects to contact their team. To align with their

lead generation strategy, they want to ask for additional information upon subsequent form submissions.

How should this be implemented with Pardot?

- A. Create a Pardot-hosted form and host it on a separate "Contact Us" landing page.
- B. Create a Pardot-hosted form and place it on the website using an iframe.
- C. Create a form handler and enable data kiosk entry mode.
- D. Create a form handler to link to an existing form on the website.

Answer: C ([LEAVE A REPLY](#))

https://help.salesforce.com/articleView?id=pardot_forms_kiosk_mode.htm&type=0

NEW QUESTION: 66

While creating Layout Templates it is possible to Import Layout from certain URL

- A. True
- B. False

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 67

When connecting Pardot for the first time to Salesforce, what is required before records will begin syncing?

- A. Salesforce fields must be synced to Pardot fields.
- B. User sync must be enabled in Pardot.
- C. Salesforce B2B Integration user must be created.
- D. The Salesforce connector must be unpaused.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 68

Why should a company assign prospects in Pardot via Salesforce active assignment rules instead of using other Pardot assignment actions?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 69

LenoxSoft has two primary groups of contacts in their Salesforce account, managed separately using Pardot Business Units (PBUs). They have one marketing team that needs to manage campaigns for both business units (BUs).

How should this be configured?

- A. Create Pardot user records in one business unit, then use the business unit switcher to access each account.

B. Create multiple Salesforce users with the same email address connected to one Pardot user, then use the business unit switcher.

C. Create one Salesforce user connected to one Pardot user, then use Pardot user groups to use the business unit switcher.

D. Create Pardot user records in each business unit connected to the same Salesforce users, then use the business unit switcher.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 70

How long can it take for Custom Object in Pardot to sync with Salesforce

A. 2 minutes, because that's the frequency of Pardot looking for changes in Salesforce

B. 10 minutes

C. 4 hours

D. 1 hour

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 71

LenoxSoft has had a Product Interest form live on their website for the past 3 months.

They would like to make sure that, moving forward, every time the form is submitted, a custom field is updated. They also want to update that custom field for anyone who has submitted the form before today. What combination of automation tools should LenoxSoft use to achieve this?

A. Automation rule and completion action

B. Segmentation rule and completion action

C. Dynamic list and automation rule

D. Completion action and dynamic list

Answer: **A** ([LEAVE A REPLY](#))

NEW QUESTION: 72

LenoxSoft has a service portal for customers. A Pardot page action set by the admin will change a prospects engagement custom field to "Engaged" for any prospect who views this service portal page. Customers who visit this portal more often have a higher company satisfaction rate. Those who rarely visit the portal have a high rate of attrition. LenoxSoft wants to encourage customers to engage with the service portal and has the following requirements: * Prospects with no Engagement custom field value should be added to the Engagement Program. * If prospects registers for an upcoming webinar and views the training portal they should be removed from the engagement program. What steps do you recommend to achieve those requirements?

A. Automation rules with attended webinar and remove action

B. Automation Rule with blank criteria and add action & segmentation rules with attended webinar and remove action

- C. Automation Rule with blank criteria and add action & Completion action rules with attended webinar and remove action
- D. Automation Rule with blank criteria and add action &
- E. Automation Rule with blank criteria and add action & Dynamic List with attended webinar and remove action

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 73

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

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 74

How many CRM connectors can be active simultaneously in Pardot?

- A. Many, but only Salesforce
- B. One
- C. There are no restrictions about that
- D. One each type

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 75

"LenoxSoft wants to ensure that if a lead or contact no longer meets market data sharing rules for a business unit (BU) the prospect is no longer active in the BU they previously matched.

What behavior should be expected in Pardot when a lead or contact no longer matches a market data sharing rule?

- A. The prospect is unassigned from its user
- B. The prospect is marked as opted out
- C. The prospect is sent to the recycle bin
- D. The prospect is marked as do not email

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 76

With Pardot, what is the recommended way to measure the success of an email campaign?

- A. Click Through rate
- B. Email Complain Rate
- C. Spam complaints.
- D. HTML Open Rate

Answer: (SHOW ANSWER)

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NEW QUESTION: 77

"LenoxSoft is migrating prospect records from an external system into Pardot. In this external system, each prospect has 50 custom fields.

They are trying to decide which fields to recreate in Pardot before importing in the records. What are two ways they should decide which fields to recreate in Pardot?

Choose 2 answers

- A. Ask their accounting team to review and select the five most helpful fields.
- B. Filter existing prospect records to see which custom fields have the most data.
- C. Pull a report of the data they intend to use for segmentation purposes.
- D. Review existing forms and landing pages to understand what data needs to be collected.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 78

When integrating Pardot Ultimate edition with Salesforce custom objects, what are two key attributes to ensure seamless custom object integration? Select 2

- A. Campaign or Opportunity record added as a Related Object to the Salesforce custom object
- B. Customized 'Display in Table' values when configuring fields
- C. Salesforce Connector User has 'Read' permission to the custom object
- D. Lead, Contact or Account record added as a Related Object to the Salesforce custom object

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 79

How many variations of Dynamic Content it is possible to create

- A. A-Z (25)
- B. 10
- C. A-C (3)
- D. A/B (2)

Answer: A (LEAVE A REPLY)

NEW QUESTION: 80

LenoxSoft has a large database of leads and contacts in Salesforce. These leads and contacts contain information stored in custom fields. They have not imported these leads or contacts into Pardot or set up any custom fields in Pardot.

What should their first step in Pardot?

- A. Import .CSV file containing custom field data into Pardot.
- B. Manually create and map custom fields in Pardot.
- C. Import leads and contacts from Salesforce into Pardot.
- D. Enable custom field creation via the Salesforce Connector.

Answer: B (LEAVE A REPLY)

[https://help.salesforce.com/articleView?](https://help.salesforce.com/articleView?id=sf.pardot_fields_create_custom_field.htm&type=5)

[id=sf.pardot_fields_create_custom_field.htm&type=5](https://help.salesforce.com/articleView?id=sf.pardot_fields_create_custom_field.htm&type=5)

NEW QUESTION: 81

During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Pardot features are the minimum requirement for a successful Engagement Program?

- A. CNAME > Email Authentication > Email templates > Lists > Engagement program
- B. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program
- C. CNAME > Salesforce connector > Email Templates > Lists > Engagement program
- D. Email Authentication > Salesforce Connector > Email templates > Users > Engagement program

Answer: A (LEAVE A REPLY)

NEW QUESTION: 82

The LenoxSoft marketing team compiled a spreadsheet of all attendees who visited their tradeshow booth at a recent event in Chicago. They realize not everyone at the event may be interested in their product so they create new leads in Salesforce for individuals who have submitted an interest form on their website in addition to attending the event.

All new leads from the event should be evenly distributed to their Chicago Sales User Group.

What would be the optimal sequence to meet these requirements?

- A.** Run an automation rule to "Assign prospect to user in group" based on the criteria "Pardot form :: - Any- :: was completed successfully" AND "Prospect Event :: is :: Chicago Event" > Import prospects and add them to the "Chicago Event" list
- B.** Run an automation rule for each user in the Chicago Sales User Group to "Assign prospect to user" based on the criteria "Prospect form :: -Any- :: Was completed successfully" AND "Prospect List :: is member of :: Chicago Event" > Import prospects and add them to the "Chicago Event" list
- C.** . A Import prospects and add to "Chicago Event" list > Run an automation rule to "Assign prospect to user in group" based on the criteria "Pardot form :: -Any- :: Was completed successfully" AND "Prospect List :: is member of :: Chicago Event"

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 83

Lenoxsoft wants individual engagement programs for each of their sales 'Status' field values. They want to ensure as Status field values change, the prospect will automatically stop receiving the previous program and move to the next program to receive only the relevant content. What solution would you recommend

- A.** Static list or Dynamic, both list can be used
- B.** Dynamic list
- C.** Static list
- D.** Test list

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 84

Select Assets that allow to Adjust prospects score

- A.** Automation Rules
- B.** PI Completion Actions
- C.** Segmentation Rules
- D.** Tables
- E.** Engagement Programs

Answer: A,B,E ([LEAVE A REPLY](#))

NEW QUESTION: 85

Which is true about Visitor Filters?

- A.** Use filters to exclude some types of visits, clicks, or other actions from your campaign results and email notifications
- B.** You can't filter your own company IP
- C.** You can filter by a hostname wildcard
- D.** You can the filter by IP
- E.** You can filter by a hostname

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 86

LenoxSoft would like to set custom scoring based on event attendance. What scoring options are available through the Pardot Connectors?

- A. Webinar: Attended/NoShow/Registered Event :Checked In/Registered
- B. Webinar & Event invite. Registrations & Attendance
- C. Webinar & Event Registrations & Attendance
- D. Only Webinar & Event Attendance

Answer: A (LEAVE A REPLY)

NEW QUESTION: 87

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 88

LenoxSoft sends a list email to the "2019 Tradeshow" 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 Dedicated IP address was not warmed up appropriately before the email was scheduled.
- B. A second prospect with the same email address received the email under "allow multiple prospects with the same email address.'
- C. The prospect was no longer a member of the "2019 Tradeshow" list used for the email send.
- 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: B (LEAVE A REPLY)

NEW QUESTION: 89

LenoxSoft uses a Salesforce web-to-lead form on their website for their Contact Us form. They want to integrate this form with Pardot and the following requirements:

- * Avoid duplicates in both Pardot and Salesforce.
- * Segment prospects based on form views and submissions.

Which lead generation strategy would answer both pre-requisites?

- A. Use another third-party form
- B. Set up a form handler

C. Replace with a Pardot form

D. Maintain the current form

Answer: C (LEAVE A REPLY)

NEW QUESTION: 90

Which one is not an email template you can create in Pardot? [Choose one answer]

A. "List emails" template

B. "Autoresponder emails" template

C. "Engage" template

D. "One to one emails" template

Answer: C (LEAVE A REPLY)

NEW QUESTION: 91

A marketing user needs to recreate the same form in each of LenoxSoft's two business units (BUs).

How should the marketing user handle this task?

A. Create the form in one BU, then use the BU switcher and manually recreate the form in the second BU.

B. Create the form in the first BU, then ask marketing users to copy the form into their separate BUs.

C. Create the form in one BU, then logout. Next, login to the second BU, recreate the form and logout.

D. Create the form in the first BU, then export the form and import it into each of the other two BUs.

Answer: (SHOW ANSWER)

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