



Certification Exam Guide

# SALESFORCE CERTIFIED PARDOT CONSULTANT

Summer '18

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## **ABOUT THE SALESFORCE CERTIFIED PARDOT CONSULTANT CREDENTIAL**

The Salesforce Certified Pardot Consultant program is designed for individuals who have experience implementing the Pardot application. The Salesforce Certified Pardot Consultant has experience with Pardot administration and configuration, and is able to successfully design and implement Pardot solutions that meet customer business requirements, are maintainable and scalable, and contribute to long-term customer success. This credential encompasses the breadth of the Pardot application, the features and functions available to an end user, and the configuration and management options available during a Pardot implementation.

## SECTION 1. PURPOSE OF THIS EXAM GUIDE

This exam guide is designed to help you evaluate if you are ready to successfully complete the Salesforce Certified Pardot Consultant exam. This guide provides information about the target audience for the Salesforce Certified Pardot Consultant exam, the recommended training and documentation, and a complete list of exam objectives—all with the intent of helping you achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, online course completion, and self-study to maximize your chances of passing the exam.

## SECTION 2. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED PARDOT CONSULTANT

The Salesforce Certified Pardot Consultant generally has at least six months of hands-on experience implementing the Pardot application and associated tools. The Salesforce Certified Pardot Consultant possesses facilitation and consultative skills to gather the business requirements, design solution alternatives, and implement them to meet business needs.

The Salesforce Certified Pardot Consultant candidate has the experience, skills, knowledge, and ability to:

- Identify and understand a customer's current marketing to sales strategy.
- Map customer goals to Pardot features.
- Design a strategy to meet customer business needs based on an analysis of key performance indicators.
- Recommend automation processes to achieve business objectives.
- Recommend Pardot tools and features (Salesforce Engage) to implement marketing to sales strategy.
- Develop and recommend a data and content migration strategy.
- Articulate the implications and importance of technical setup.
- Analyze existing lead qualification strategy and make recommendations for translating into Pardot.
- Analyze existing lead nurturing strategy and make recommendations for translating into Pardot.
- Analyze existing lead generation strategy and make recommendations for translating into Pardot.
- Develop and recommend a scalable way of organizing data and assets in Pardot.
- Analyze data generated in Pardot Reports to make recommendations for system optimization.
- Invest time in studying the resources listed in this Exam Guide and any additional study materials provided by Pardot.

A candidate for this exam is not expected to know Marketing Cloud, Salesforce IQ, Analytics Cloud, Service Cloud, and Communities Cloud, or Salesforce Platforms and Apps. Additionally, a candidate is not expected to make recommendations on Salesforce Sales Cloud implementation and configuration, Salesforce workflows, triggers, and Salesforce reports, or troubleshoot a customer's DNS or Web Hosting Provider or CMS.

## SECTION 3. ABOUT THE EXAM

The Salesforce Certified Pardot Consultant exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions\* (5 unscored questions will be added)
- Time allotted to complete the exam: 105 minutes (time allows for unscored questions)
- Passing Score: 70%
- Registration fee: USD 200, plus applicable taxes as required per local law
- Retake fee: USD 100, plus applicable taxes as required per local law
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click [here](#) for information on scheduling an exam
- References: No hard-copy or online materials may be referenced during the exam.
- Prerequisite: Salesforce Certified Pardot Specialist Credential

\*Please note that as of November 16, 2017, all Salesforce certification exams will contain five additional, randomly placed, unscored questions to gather data on question performance. The duration of each exam has been evaluated and adjusted to accommodate the inclusion of the unscored questions. These five questions will be in addition to the 60 scored questions on your exam, and will have no impact whatsoever on your score.

## SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce requires that you are Pardot Specialist Certified.

Salesforce recommends a combination of 6 months of hands-on experience implementing the Pardot application, online training course completion, and self-study in the areas listed in the Exam Outline section of this exam guide.

Salesforce recommends the following online resources to guide you as you prepare:

- Video: [Salesforce Connector Introduction](#)
- Video: [Email Overview](#)
- Downloadable Content: [Salesforce Connector Set Up Guide](#)
- Downloadable content: [Salesforce Engage Admin User Setup: A Guide for the Admin User](#)
- Help & Training: [Automation Rules](#)
- Help & Training: [Pardot Administration](#)
- Help & Training: [Choosing the Right Automation](#)
- Help & Training: [Lead Generation with Forms and Form Handlers](#)
- Help & Training: [Email Marketing with Pardot](#)
- Help & Training: [Target Prospects with Custom Content](#)
- Help & Training: [Grading Prospects](#)
- Help & Training: [Pardot Reporting](#)
- Help & Training: [Scoring Prospects](#)
- Help & Training: [Email Sending Reputation and Deliverability](#)
- Help & Training: [Using Pardot and Salesforce Campaigns to Report on ROI](#)
- White Paper: [Complete Guide to Lead Nurturing](#)
- White Paper: [Content Creation Guide](#)
- White Paper: [The Complete Guide to Automated Lead Scoring and Grading](#)
- White Paper: [Marketing Automation Buyer's Guide](#)
- White Paper: [Scoring and Grading Handbook](#)
- White Paper: [The Complete Guide to B2B Email Marketing](#)
- Pardot Lab: [Lead Nurturing Lab](#)
- Trailhead Trailmix: [Become a Marketing Automation Trailblazer with Pardot](#)

## SALESFORCE CERTIFIED PARDOT CONSULTANT

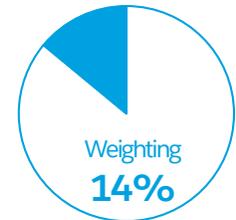
In addition, Salesforce recommends self-study by reviewing online Documentation, White Papers, and User Guides. Search for the topics listed in the Exam Outline section of the exam guide and study the information related to those topics. Documentation can be accessed through the Pardot Knowledge Base [here](#). White Papers and topical blog posts can be accessed [here](#).

## SECTION 5. EXAM OUTLINE

The Salesforce Certified Pardot Consultant exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience with the Pardot application and demonstrate knowledge and expertise in each of the areas below.

### DISCOVERY

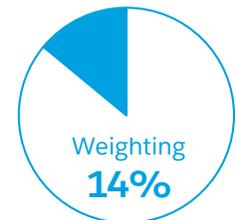
- Given a scenario that includes an assessment of a customer's current software solutions and tools, analyze and prioritize first steps in Pardot.
- Given a scenario that includes an assessment of a customer's current Salesforce setup and existing automation processes, analyze and prioritize first steps in Pardot.
- Given a scenario that includes an assessment of a customer's data (marketing assets, leads & contacts, etc.), analyze and prioritize first steps in Pardot.
- Provided customer goals, map these goals to features in Pardot.
- Design a strategy to meet customer business needs based on an analysis of key performance indicators.



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### ACCOUNT CONFIGURATION

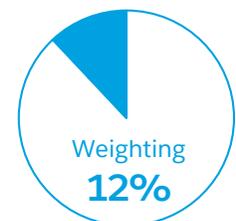
- Articulate the implications and importance of technical setup.
- Develop and recommend a data and asset migration strategy.
- Understand and explain how to create a custom user role.
- Understand and explain how to create custom objects.
- Given a scenario, recommend the sequence in which to configure Pardot and Salesforce.
- Given a usage governance plan, develop and recommend an organizational strategy that addresses naming conventions, user roles, and folder structures.
- Describe the benefits of connected apps (Google Adwords, GoToWebinar, Webex).



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### LEAD GENERATION

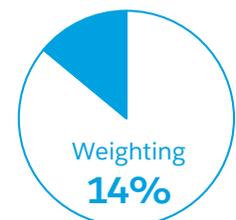
- Given a customer scenario, develop and recommend a lead generation strategy.
- Identify the steps to create a form handler.



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### AUTOMATING BUSINESS PROCESSES

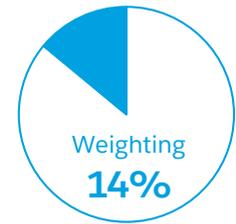
- Given a scenario, recommend the best automation tool(s): automation rule, segmentation rule, dynamic list, completion action.



- Given a scenario, design a sequence of events in Pardot to complete a marketing initiative (assets, trigger points, notifications, etc.).
- 

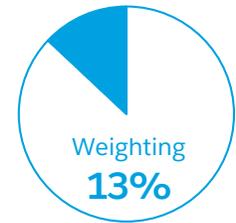
## EMAIL MARKETING

- Given a scenario, develop and implement an email marketing strategy.
  - Given a scenario, develop and implement a lead nurturing strategy.
- 



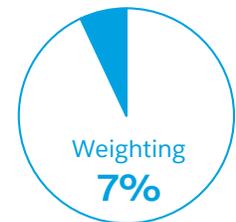
## LEAD QUALIFICATION

- Develop and implement a Lead Qualification strategy (including use of multiple scoring categories, profile creation, and grading automation).
  - Given a lead qualification standard, classify qualified and unqualified leads/prospects.
  - Given a scenario, recommend a model to route qualified and unqualified leads across the business.
- 



## PERSONALIZING THE PROSPECT EXPERIENCE

- Create advanced dynamic content in Pardot. Given a lead qualification standard, classify qualified and unqualified leads/prospects.
  - Given a scenario, recommend ways to personalize the prospect experience (including use of dynamic content and application of content marketing best practices).
- 



## REPORTING

- Given a scenario, including data generated in Pardot Reports and customer goals, recommend system changes for optimization.
  - Compare and contrast Form versus Landing Page Reporting attribution.
- 



## SALESFORCE ENGAGE

- Configure Salesforce Engage for sales use.
  - Describe the benefits of Salesforce Engage.
- 



## SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce Certified Pardot Consultant exam. These questions are not designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than the questions below.

1. 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?

*Choose one answer*

- A. Automation rule and completion action
  - B. Segmentation rule and completion action
  - C. Dynamic list and automation rule
  - D. Completion action and dynamic list
2. LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Pardot Administrator take to automate this process?

*Choose one answer*

- A. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- B. Enable Visitor Filters for a specific IP range; Enable Page Actions to notify managers.
- C. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
- D. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

3. LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Pardot marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

*Choose one answer*

- A. Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- B. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- C. Create a segmentation list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects.
- D. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects.

## SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. A
2. C
3. A

## SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Bookmark these useful resources for maintaining your credentials:

- [Maintenance Exam Due Dates](#)
- [Credential Status Request Overview](#)
- [Overall Maintenance Requirements](#)

**Don't let your hard-earned credential expire!** Once you earn the credential, if you do not complete all maintenance requirements by the due date, your credential will expire, or in some cases, become suspended. For more information, click [here](#).

### ABOUT TRAILHEAD

Trailhead is your path into the Salesforce economy. It's the fun way to learn the skills you need to transform your company, earn credentials that grow your career, and connect with a global movement of Trailblazers to continue learning together.

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The fun way to  
learn Salesforce

#### LEARN

Learn at your own pace, from our experts, and your peers.

#### EARN

Earn points, badges, and skill-based credentials that grow your resume.

#### CONNECT

Connect with fellow Trailblazers to learn, inspire, and blaze new trails.

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