SALESFORCE CERTIFIED PARDOT CONSULTANT AND SPECIALIST RELEASE EXAM

Spring ’17
CONTENTS

About the Salesforce Certified Pardot Consultant and Specialist Release Exam........ 1
Section 1. Purpose of this Exam Guide................................................................................. 2
Section 2. Audience Description.......................................................................................... 3
Section 3. About the Exam ................................................................................................. 4
Section 4. Recommended Training and References............................................................ 5
Section 5. Exam Outline....................................................................................................... 6
Section 6. Sample Exam Questions....................................................................................... 9
Section 7. Answers to Sample Exam Questions................................................................. 11
Section 8. Maintaining a Certification............................................................................... 12
ABOUT THE SALESFORCE CERTIFIED PARDOT CONSULTANT AND SPECIALIST RELEASE EXAM

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.

The Salesforce Certified Pardot Consultant credential has been updated to reflect content that is more in line with the current Pardot implementation experience. In addition, the Salesforce Certified Pardot Specialist credential is now the prerequisite to the Pardot Consultant certification to ensure adequate toolset knowledge before qualifying as a Consultant. To validate existing Certified Pardot Consultants against these new standards, the Pardot Consultant and Specialist Spring ’17 Release Exam has unique requirements outlined in this Exam Guide.
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 and Specialist Release exam. This guide provides information about the target audience for the Salesforce Certified Pardot Consultant and Specialist Release 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 client's current marketing to sales strategy.
- Map client goals to Pardot features.
- Design a strategy to meet client 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 client’s DNS or Web Hosting Provider or CMS.
SECTION 3. ABOUT THE EXAM

The Salesforce Certified Pardot Consultant and Specialist Release exam has the following characteristics:

- Content: 33 multiple-choice/multiple-select questions*
- Time allotted to complete the exam: 45 minutes
- Passing Score: 72%
- Registration fee: USD 100, plus applicable taxes as required per local law
- Retake fee: USD 50, 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 Consultant Credential earned on or before October 27, 2016 (Excluding beta participants from August 2016).

*Please note that on occasion, Salesforce Certification may place a small number of un-scored questions on an exam in order to gather data on question performance. These un-scored exam questions are in addition to the 60 scored questions on your exam, and have no impact whatsoever on your final exam score.
SECTION 4. RECOMMENDED TRAINING AND REFERENCES

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

- Online course: Progressive Profiling
- Online course: Building an Email
- Documentation Series: Automations
- Documentation Series: Which Automation Tool should I use?
- Documentation Series: Forms and Form Handlers
- Documentation Series: Email Sending
- Documentation Series: Dynamic Content
- Documentation Series: Grading
- Documentation Series: Scoring
- Documentation Series: Best Practices: Pardot and Salesforce Campaign ROI
- White Paper: Marketing Automation Buyer’s Guide
- White Paper: Scoring and Grading Handbook
- Video: Email Overview
- Pardot Lab: Lead Nurturing Lab

In addition, Pardot Training and Certification 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 and Specialist Release 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 client's current software solutions and tools, analyze and prioritize first steps in Pardot,

- Given a scenario that includes an assessment of a client's current Salesforce setup and existing automation processes, analyze and prioritize first steps in Pardot.

- Given a scenario that includes an assessment of a client's data (marketing assets, leads & contacts, etc.), analyze and prioritize first steps in Pardot.

- Design a strategy to meet client business needs based on an analysis of key performance indicators.

ACCOUNT CONFIGURATION

- Understand and explain how to create custom objects.

- Given a scenario, recommend the sequence in which to configure Pardot and Salesforce.

EMAIL MARKETING

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

LEAD QUALIFICATION

- 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
- Given a scenario, recommend ways to personalize the prospect experience (including use of dynamic content and application of content marketing best practices).

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

VISITORS
- Describe what a visitor is and limitations to visitor data.
- Identify the types of visitor data that are collected.
- Describe the methods by which a visitor can become a prospect.

PROSPECTS
- Identify the ways to create prospects in Pardot.

SECURITY AND ACCESS
- Identify how to provide Pardot access.

ADMINISTRATION
- Identify the two ways to set up and maintain users.
- Describe how the recycle bin manages Pardot assets.
PARDOT CAMPAIGNS

- Given a scenario, determine if a Pardot campaign should be changed for a prospect.
- Distinguish between the metrics collected in Pardot campaign reporting.

FORMS

- Given a scenario, identify the capabilities and limitations of Pardot forms.
SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce Certified Pardot Consultant and Specialist Release 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 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.
3. If a prospect clicks on a custom redirect after filling out a form, will the prospects assigned Pardot campaign change?

Choose one answer

A. Yes, the Pardot campaign will change based on the page the custom redirect links to.

B. Yes, but only if the Pardot completion action for the custom redirect is set to change the campaign.

C. No, it’s not possible to change a Pardot campaign by clicking on a custom redirect.

D. No, a Pardot campaign will always stay the same since it’s a first touch point.
SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. A
2. A
3. B
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.

Click here for information regarding requirements and cost to maintain your Salesforce certification.

Previously, Certified Pardot Consultants completed Salesforce Certified Pardot Consultant release exams three times a year with each Salesforce product release (Winter, Spring, and Summer). Moving forward, after passing this release exam, Pardot Consultants will no longer complete Pardot Consultant release exams; instead, will be required to complete Salesforce Certified Pardot Specialist release exams published once a year, every Spring release. Visit the FAQ for additional information about the changes to the Pardot Consultant credential.