



PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

A visitor clicks on a custom redirect with an action of adding a tag. The visitor then fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list.

Which three things will happen to the prospect? (Choose three answers.)

- A. The prospect activities will show that the form was successfully completed.
- B. The prospect will be added to the list.
- C. The prospect activities will show that the custom redirect was clicked.
- D. The prospect will be tagged.
- E. The newly converted prospect will NOT be affected because it was their first submission.

Correct Answer: ABD

QUESTION 2

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

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

Correct Answer: A

QUESTION 3

Which two events allow for a prospect's Pardot campaign to be set? (Choose two answers.)

- A. When new prospects are imported into Pardot via a .csv file.
- B. When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.
- C. When prospects are added to a static list.
- D. When a profile is associated with the prospects.

Correct Answer: AB



QUESTION 4

What must happen in order for a newly created lead record in Salesforce to be created in Pardot immediately? (Choose two answers.)

- A. Salesforce connector has sync all setting turned on
- B. Lead record has a prospect ID at the time of creation
- C. Lead record has an email address at the time of creation
- D. Salesforce connector set to automatically create prospects

Correct Answer: AD

QUESTION 5

Which type of custom field can be created within Pardot?

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

Correct Answer: D

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