



PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

A Marketing Manager meets a new customer at an event. How can they create that new customer as a prospect in Pardot?

- A. Create a new lead in Salesforce without an email address.
- B. Add the prospect's first name and last name to a CSV file and import that into Pardot.
- C. Take a picture of their business card and upload it into Pardot.
- D. Have the prospect submit a form with their name and email address.

Correct Answer: CD

QUESTION 2

On which two types of domains does Pardot set cookies? (Choose two answers.)

- A. Pardot domains
- B. Tracker domains
- C. Mobile domains
- D. Social media domains

Correct Answer: AB

QUESTION 3

What is the difference between a dynamic list and a static list?

- A. Dynamic list membership CANNOT be manually updated but static list membership can be manually updated.
- B. Dynamic lists are retroactive while static lists CANNOT be retroactive.
- C. Dynamic list membership can be manually updated but static list membership CANNOT be manually updated.
- D. An action can be added to a dynamic list that will trigger when a prospect is added but an action CANNOT be added to a static list to trigger when a prospect is added.

Correct Answer: A

QUESTION 4

Where can the Email Usage for a Pardot account be located?

- A. Dashboard tab



- B. My Profile lab
- C. Account Settings tab
- D. Usage and Limits tab

Correct Answer: C

QUESTION 5

An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?

- A. Account Settings
- B. Dashboard
- C. Company's DNS
- D. CRM

Correct Answer: C

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