



PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score
- B. Account, Email, Profile, Score
- C. Campaign, Email, Full Name, Profile
- D. Campaign, Email, Profile, Score

Correct Answer: D

QUESTION 2

A company wants to send emails from a new domain.

Where should an Admin navigate to in Pardot to add the new domain?

- A. Marketing | System Emails
- B. Marketing | Email Sending Domains
- C. Admin | Security
- D. Admin | Domain Management

Correct Answer: D

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

Which three activities can be used to trigger an increase or decrease in a prospect's score? (Choose three answers.)



- A. Unsubscribing from an email
- B. Printing an email
- C. Clicking a link in an email
- D. Opening an email
- E. Forwarding an email

Correct Answer: ACD

QUESTION 5

The "New Customers" engagement program has the "Customers" recipient list and the "Partners" suppression list added in the program's setup.

If a prospect is on both lists, what should an Administrator expect to happen?

- A. The prospect will get none of the emails, but the actions will still trigger.
- B. The prospect will get none of the emails.
- C. The prospect will get all of the emails once.
- D. The prospect will get all of the emails twice.

Correct Answer: B

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