PDX-101^Q&As

Essentials of Pardot Lightning App for Digital Marketers

Pass Salesforce PDX-101 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.passapply.com/pdx-101.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce Official Exam Center

QUESTION 1

When looking at a landing page report in Pardot, what does unique submissions represent?

A. The number of times that an anonymous visitor successfully completed a form on the landing page and therefore "converted" to a prospect.

B. The total number of times a form on the landing page has been successfully completed.

C. The number of individual prospects who viewed the landing page at least once.

D. The number of individual prospects who submitted the landing page at least once.

Correct Answer: D

QUESTION 2

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 3

What does Pardot use to track HTML email opens?

A. A tracking link is used as soon as a prospect clicks to open the email.

B. A tracking pixel loads on HTML emails when images are downloaded.

C. Opens are only tracked if a link is clicked; otherwise they are NOT tracked.

D. A tracking pixel loads on text emails when images are downloaded.

Correct Answer: B

QUESTION 4

Which two actions can be used to change a prospect\\'s Pardot campaign? (Choose two answers.)

A. Create an automation rule to change Pardot campaign for prospects meeting certain criteria.

B. Add the prospect to a static list.

C. Create a segmentation rule to change the Pardot campaign for prospects meeting certain criteria.

D. Manually change the prospect\\'s Pardot campaign when editing the prospect record.

Correct Answer: AD

QUESTION 5

What does the Google Analytics connector allow Pardot to do?

A. Sync prospects with Google AdWords.

B. Send emails to prospects from Gmail.

C. Update the conversion field in Google Analytics.

D. Append UTM parameters to a prospect record.

Correct Answer: D

Latest PDX-101 Dumps   PDX-101 PDF Dumps   PDX-101 Practice Test