



PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

If a form is added to a landing page, where will the submissions be reported?

- A. On the landing page
- B. On the form
- C. On the landing page's layout template
- D. On the form's layout template

Correct Answer: B

QUESTION 2

Which three user role security limits can be added to an individual user account? (Choose three answers.)

- A. Max number of emails the user can send.
- B. Max number of prospects the user can manually delete.
- C. Max number of records a user can import.
- D. Max number of prospects the user can manually create.
- E. Max number of prospects the user can export.

Correct Answer: ACE

QUESTION 3

Which Pardot function should be used to track prospect engagement on a banner ad on a third-party site?

- A. Page action
- B. Custom redirect
- C. Campaign tracking code
- D. Landing page

Correct Answer: B

QUESTION 4

Which three variable tags can be used on layout templates for landing pages? (Choose three answers.)

- A. %%description%%



- B. %%name%%
- C. %%tittle%%
- D. %%form%%
- E. %%content%%

Correct Answer: ACE

QUESTION 5

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn't be able to get added back to it.

What is a recommended way to create this type of list?

- A. Use a completion action on the form to automatically add anyone who completes it to the list.
- B. Use a dynamic list that matches prospects as they complete the form.
- C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.
- D. Use table actions to add prospects who have completed the form to the list.

Correct Answer: B

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