



# PDX-101<sup>Q&As</sup>

Essentials of Pardot Lightning App for Digital Marketers

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#### QUESTION 1

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

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#### QUESTION 2

What does scoring measure?

- A. Personal information about a prospect
- B. Time spent on website by a prospect
- C. Activities performed by a prospect
- D. Time spent on a website by a prospect and explicit information about the prospect

Correct Answer: C

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#### QUESTION 3

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

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#### QUESTION 4

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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#### QUESTION 5

What causes a sync from Salesforce to Pardot?

- A. Updating a formula field in Salesforce
- B. Updating the record's assigned owner
- C. Prospect opens one to one email
- D. Updating a field on a contact record that does not have an email address

Correct Answer: B

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