PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

How many visitors per identified company will be displayed in the Identified Companies table on the dashboard?

A. As many visitors that have engaged with the website from that company.

B. 1

C. 2

D. 3

Correct Answer: B

QUESTION 2

Which two list types can be used as a suppression list on an email send? (Choose two answers.)

A. Static list

B. Dynamic list

C. Test list

D. Public list

Correct Answer: AB

QUESTION 3

What are two components of a dynamic list? (Choose two answers.)

A. Only adds prospects to the list the first time it runs.

B. Automatically updates list membership based on criteria.

C. Can add an action to the dynamic list that triggers when a new prospect is added.

D. Can be split into multiple static lists.

Correct Answer: BD

QUESTION 4

There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?

A. Create an automation rule based on the prospects time to adjust their score to 0 if they haven\\'t been active in 60 days.

B. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven\\'t been active in 60 days.

C. Create a completion action based on the prospects time to adjust their score to 0 if they haven\\'t been active in 60 days.

D. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven\\'t been active in 60 days.

Correct Answer: A

QUESTION 5

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

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