



PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

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

QUESTION 2

Which two Facebook accounts can be posted to using the Pardot Facebook connector? (Choose two answers.)

- A. Video Pages
- B. Linked Instagram Pages
- C. Company Pages
- D. Personal Pages

Correct Answer: CD

QUESTION 3

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 4

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 5

A user needs to change which form is used in a running engagement program. What is the first step the user must take in order to make this change?

- A. Name the new version of the program
- B. Pause the program
- C. Delete the old form
- D. Edit the program

Correct Answer: B

QUESTION 6

A custom redirect has a completion action to add a tag of "clicked" to all prospects that click it. An unknown visitor clicks on the link and then fills out the form as Bob. A prospect also clicks on the link and fills out a form as Kate.

Which three things will affect the prospect records based on these activities? (Choose three answers.)

- A. Bob's prospect record will have a tag of "clicked" applied to it.
- B. Bob's prospect record will show him clicking on the link and filling out the form.
- C. Kate's prospect record will show her clicking on the link and filling out the form.
- D. Kate's prospect record will have a tag of "clicked" applied to it.
- E. Bob's visitor record will have a tag of "clicked" applied to it.

Correct Answer: BCD

QUESTION 7

Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

- A. Submitting a form on a landing page.
- B. Matching an automation rule.
- C. Viewing more than one web page.



D. Clicking on a tracked link in an email.

Correct Answer: AD

QUESTION 8

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- A. Send using the form's completion actions.
- B. Send using a segmentation rule.
- C. Send using an engagement program.
- D. Use a dynamic list to use as a recipient list on an email send.

Correct Answer: A

QUESTION 9

What should be enabled on a Pardot form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- A. reCAPTCHA
- B. Kiosk/Data Entry Mode
- C. Progressive Profiling
- D. "Not you"? Link

Correct Answer: B

QUESTION 10

What must happen in order for a newly created lead record in Salesforce to be created in Pardot immediately? (Choose two answers.)

- A. Salesforce connector has sync all setting turned on
- B. Lead record has a prospect ID at the time of creation
- C. Lead record has an email address at the time of creation
- D. Salesforce connector set to automatically create prospects

Correct Answer: AD



QUESTION 11

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

QUESTION 12

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 13

Which three activities can increase or decrease a score in the baseline scoring system? (Choose three answers.)

- A. Landing page error
- B. Unsubscribed from email
- C. Assigned to a user
- D. Webinar attended
- E. Form submission

Correct Answer: ADE

QUESTION 14

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 15

An Administrator wants to create a list whose members are all in the prospecting stage of the opportunity. Once the opportunity moves to another stage, the prospect should no longer be a member of this list. Which automation tool should the Administrator use to create this list?

A. Static list

B. Dynamic list

C. Completion Action

D. Automation Rule

Correct Answer: B

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