

PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

Which type of asset is permanently deleted and NOT saved in the recycle bin?

- A. Automation rules
- B. Site searches
- C. Landing pages
- D. Content files

Correct Answer: D

QUESTION 2

An Administrator imported a list of trade show attendees and added them all to the same Pardot campaign. A few months later, the Administrator wants to pull a one-time list of these attendees. How should this be accomplished?

- A. Run a segmentation rule based on the Pardot campaign.
- B. Look for the original list based on the Pardot campaign.
- C. Run a dynamic list based on the Pardot campaign.
- D. Run an automation rule based on the Pardot campaign.

Correct Answer: A

QUESTION 3

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 4

An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?

- A. Account Settings
- B. Dashboard
- C. Company's DNS
- D. CRM

Correct Answer: C

QUESTION 5

What is the fastest way for an Administrator to create a one-time of prospects who match specific criteria?

- A. Use a dynamic list.
- B. Use a completion action.
- C. Use an automation rule.
- D. Use a segmentation rule.

Correct Answer: D

QUESTION 6

What user role must a Pardot user have in order to verify the Salesforce connector?

- A. Sales manager
- B. Sales
- C. Marketing
- D. Administrator

Correct Answer: D

QUESTION 7

What is the difference between a dynamic list and a static list?

- A. Dynamic list membership CANNOT be manually updated but static list membership can be manually updated.
- B. Dynamic lists are retroactive while static lists CANNOT be retroactive.
- C. Dynamic list membership can be manually updated but static list membership CANNOT be manually updated.

D. An action can be added to a dynamic list that will trigger when a prospect is added but an action CANNOT be added to a static list to trigger when a prospect is added.

Correct Answer: A

QUESTION 8

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 9

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

QUESTION 10

A form is created to automatically register prospects to a webinar upon submission.

Which automation tool should be used to accomplish this?

- A. Adding a completion action to register prospects on the form.
- B. Creating a segmentation rule to register prospects based on the form submission.
- C. Creating an automation rule to register prospects based on the form submission.
- D. Adding a form completion action as criteria for a dynamic list to be used as a recipient list.

Correct Answer: C

QUESTION 11

What behavior should an Administrator expect if a new send email step is added to the middle of an engagement program that has been running for several weeks?

- A. All prospects in the engagement program will receive the email, even those who have already reached the end.
- B. Only prospects in the engagement program who have NOT reached that step will receive the email.
- C. All prospects in the engagement program who have NOT reached the end will receive the email.
- D. A new email CANNOT be added to an engagement program.

Correct Answer: B

QUESTION 12

Which three activities can be used to trigger an increase or decrease in a prospect's score? (Choose three answers.)

- A. Unsubscribing from an email
- B. Printing an email
- C. Clicking a link in an email
- D. Opening an email
- E. Forwarding an email

Correct Answer: ACD

QUESTION 13

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 14

A Marketing Manager meets a new customer at an event. How can they create that new customer as a prospect in Pardot?

- A. Create a new lead in Salesforce without an email address.
- B. Add the prospect's first name and last name to a CSV file and import that into Pardot.
- C. Take a picture of their business card and upload it into Pardot.
- D. Have the prospect submit a form with their name and email address.

Correct Answer: CD

QUESTION 15

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

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