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**Vendor:**Salesforce

**Exam Code:**PDX-101

**Exam Name:**Essentials of Pardot Lightning App for  
Digital Marketers

**Version:**Demo

**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

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**QUESTION 2**

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

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**QUESTION 3**

How is an active visitor different from an identified visitor?

- A. An active visitor is identified by Pardot after visiting a web page.
- B. An active visitor is identified by Pardot after visiting a web page and are NOT ISPs.
- C. An active visitor visited two or more pages regardless of identification.
- D. An active visitor visited two or more pages and have been identified.

Correct Answer: C

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**QUESTION 4**

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

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#### QUESTION 5

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

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#### QUESTION 6

Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited the pricing page. Which automation tool would best achieve this?

- A. Create a special campaign to track pricing page views.
- B. Create a Page Action set to Tag prospects as having viewing it and add them to a list.
- C. Create a Form with a Completion Action to send a pricing sheet.
- D. Create a Dynamic List based on page view to segment automatically.

Correct Answer: B

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#### QUESTION 7

What is a capability of an automation rule?

- A. Run an action on a prospect multiple times per day.
- B. Run an action on a prospect the first time the criteria is met.
- C. Run an action on a visitor every time the criteria is met.

D. Run an action on a prospect or visitor the first time the criteria is met.

Correct Answer: B

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#### **QUESTION 8**

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

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#### **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

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#### **QUESTION 10**

Which two events trigger a prospect record to sync from Pardot to Salesforce? (Choose two answers.)

- A. Landing page submission.
- B. Form submission.
- C. Mapping new custom fields.
- D. Opening an email.

Correct Answer: BC

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#### **QUESTION 11**

What is the process to add a prospect who visits a pricing page to a list?

- A. Create a page action
- B. Create a segmentation rule
- C. Use a Tag
- D. Create an automation rule

Correct Answer: A

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#### **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