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Vendor: Salesforce

Exam Code:PDX-101

Exam Name: Essentials of Pardot Lightning App for Digital Marketers

Version: Demo

QUESTION 1

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 2

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 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

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 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

QUESTION 6

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 7

How does an Administrator grant a Pardot employee access to their account?

A. By calling Pardot Support.

B. By emailing Pardot Support.

C. By contacting Pardot Success Specialist

D. By hovering over the person icon and selecting Grant Account Access.

Correct Answer: D

QUESTION 8

By default, which object is Salesforce is created when a new prospect is assigned in Pardot?

A. Lead

B. Opportunity

C. Content

D. Account

Correct Answer: A

QUESTION 9

Which three variable tags can be used on layout templates for landing pages? (Choose three answers.)

A. %%description%%

B. %%name%%

C. %%tittle%%

D. %%form%%

E. %%content%%

Correct Answer: ACE

QUESTION 10

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 11

How many times can each action be added to the logic of the same engagement program?

A. Email actions can be used an unlimited amount of times, but the other actions can only be used once per engagement program.

B. Actions can be used an unlimited amount of times in an engagement program.

C. Email actions and pauses can be used an unlimited amount of times, but the other actions can only be used once per engagement program.

D. Actions can each be used only once per engagement program.

Correct Answer: B

QUESTION 12

Which type of custom field can be created within Pardot?

A. Campaign, Opportunity, Prospect

B. Case, Contact, Lead

C. Account, Prospect, User

D. Account, Opportunity, Prospect

Correct Answer: D