

## PDX-101<sup>Q&As</sup>

Essentials of Pardot Lightning App for Digital Marketers

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## QUESTION 1

Which Salesforce field type is unsupported for syncing with Pardot?

- A. Lookup
- B. Picklist
- C. Number
- D. Formula

Correct Answer: A

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## QUESTION 2

Which Pardot asset would an Administrator create in order to collect the information from prospects who are interested in being for an upcoming product launch?

- A. Engagement program with product launch details.
- B. Email template with a form embedded into the HTML.
- C. Landing page without a form.
- D. Landing page with a form.

Correct Answer: A

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## QUESTION 3

An Administrator wants to have a thank you email sent after the form on the "Request a Demo" landing page is submitted.

Where can this be configured to ensure that every time the landing page is completed, the email is sent?

- A. Configure an autoresponder email to send as a completion action when the "Request a Demo" landing page has been submitted.
- B. Configure an automation rule to send the email when "Request a Demo" form has been successfully completed.
- C. Configure a segmentation rule to send the email when "Request a Demo" landing page has been successfully completed.
- D. Configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted.

Correct Answer: D

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## QUESTION 4

How can a Pardot user grant a Pardot team member access to their Pardot account? (Choose two answers.)

- A. Click the "Grant Pardot Access" link on the Pardot dashboard.
- B. Email Pardot Support with a customized access link.
- C. Hover over the person icon in Pardot and select "Grant Account Access."
- D. Click "Grant Access" from the request email they receive.

Correct Answer: AC

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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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