

PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

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 2

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 3

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 4

What does Pardot use to track HTML email opens?

- A. A tracking link is used as soon as a prospect clicks to open the email.
- B. A tracking pixel loads on HTML emails when images are downloaded.
- C. Opens are only tracked if a link is clicked; otherwise they are NOT tracked.
- D. A tracking pixel loads on text emails when images are downloaded.

Correct Answer: B

QUESTION 5

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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