

PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score
- B. Account, Email, Profile, Score
- C. Campaign, Email, Full Name, Profile
- D. Campaign, Email, Profile, Score

Correct Answer: D

QUESTION 2

How many visitors per identified company will be displayed in the Identified Companies table on the dashboard?

- A. As many visitors that have engaged with the website from that company.
- B. 1
- C. 2
- D. 3

Correct Answer: B

QUESTION 3

When should an automation rule be used instead of a segmentation rule?

- A. To perform the action to only apply once for prospects that match the rule.
- B. To perform the action to be based on criteria.
- C. To have the action retroactively apply to prospects that match the rule.
- D. To perform the action to apply continuously for prospects that match the rule.

Correct Answer: D

QUESTION 4

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 5

Which two Facebook accounts can be posted to using the Pardot Facebook connector? (Choose two answers.)

- A. Video Pages
- B. Linked Instagram Pages
- C. Company Pages
- D. Personal Pages

Correct Answer: CD

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