

PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

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 2

What would an Administrator use to send a single email to a list of prospects?

- A. List email
- B. Engagement program
- C. Social message
- D. Email template

Correct Answer: D

QUESTION 3

In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record? (Choose two answers.)

- A. Shared Contact or Lead ID
- B. Shared Assigned User ID
- C. Shared email address
- D. Shared tracking pixel

Correct Answer: AC

QUESTION 4

What user role must a Pardot user have in order to verify the Salesforce connector?

A. Sales manager



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- B. Sales
- C. Marketing
- D. Administrator

Correct Answer: D

QUESTION 5

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 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

QUESTION 7

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 8

What causes a sync from Salesforce to Pardot?

- A. Updating a formula field in Salesforce
- B. Updating the record\\'s assigned owner
- C. Prospect opens one to one email
- D. Updating a field on a contact record that does not have an email address

Correct Answer: B

QUESTION 9

A Marketing Manager meets a new customer at an event. How can they create that new customer as a prospect in Pardot?

- A. Create a new lead in Salesforce without an email address.
- B. Add the prospect\\'s first name and last name to a CSV file and import that into Pardot.
- C. Take a picture of their business card and upload it into Pardot.
- D. Have the prospect submit a form with their name and email address.

Correct Answer: CD

QUESTION 10

What must happen in order for a newly created lead record in Salesforce to be created in Pardot immediately? (Choose two answers.)

- A. Salesforce connector has sync all setting turned on
- B. Lead record has a prospect ID at the time of creation
- C. Lead record has an email address at the time of creation
- D. Salesforce connector set to automatically create prospects

Correct Answer: AD

QUESTION 11

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.

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- 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

QUESTION 12

What is the fastest way for an Administrator to create a one-time of prospects who match specific criteria?

- A. Use a dynamic list.
- B. Use a completion action.
- C. Use an automation rule.
- D. Use a segmentation rule.

Correct Answer: D

QUESTION 13

An Administrator wants to create a list whose members are all in the prospecting stage of the opportunity. Once the opportunity moves to another stage, the prospect should no longer be a member of this list. Which automation tool should the Administrator use to create this list?

- A. Static list
- B. Dynamic list
- C. Completion Action
- D. Automation Rule

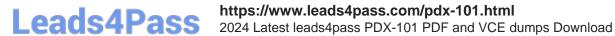
Correct Answer: B

QUESTION 14

What is the function of the Monthly Cohort Report?

- A. To show graphically all prospects and opportunities created within the time period designated.
- B. To show how many prospects have been created based on the most popular campaigns.
- C. To show how many prospects have been sent to Salesforce within the time period designated.
- D. To show how many opportunities are linked with prospects.

Correct Answer: A



QUESTION 15

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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