

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

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.

- 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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