

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

Essentials of Pardot Lightning App for Digital Marketers

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**QUESTION 1**

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

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**QUESTION 2**

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn't be able to get added back to it.

What is a recommended way to create this type of list?

- A. Use a completion action on the form to automatically add anyone who completes it to the list.
- B. Use a dynamic list that matches prospects as they complete the form.
- C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.
- D. Use table actions to add prospects who have completed the form to the list.

Correct Answer: B

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**QUESTION 3**

Which type of email send can a completion action be added to?

- A. Email template
- B. Autoresponder
- C. Engagement Program email
- D. List email send

Correct Answer: B

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**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

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#### **QUESTION 5**

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

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