PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

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 2

An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?

A. Account Settings

B. Dashboard

C. Company\\'s DNS

D. CRM

Correct Answer: C

QUESTION 3

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 4

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

![Pass2Lead](https://Pass2Lead.com)
A. Video Pages

B. Linked Instagram Pages

C. Company Pages

D. Personal Pages

Correct Answer: CD

QUESTION 5

What are two components of a dynamic list? (Choose two answers.)

A. Only adds prospects to the list the first time it runs.

B. Automatically updates list membership based on criteria.

C. Can add an action to the dynamic list that triggers when a new prospect is added.

D. Can be split into multiple static lists.

Correct Answer: BD

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