

PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

A user needs to change which form is used in a running engagement program. What is the first step the user must take in order to make this change?

- A. Name the new version of the program
- B. Pause the program
- C. Delete the old form
- D. Edit the program

Correct Answer: B

QUESTION 2

A visitor clicks on a custom redirect with an action of adding a tag. The visitor then fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list.

Which three things will happen to the prospect? (Choose three answers.)

- A. The prospect activities will show that the form was successfully completed.
- B. The prospect will be added to the list.
- C. The prospect activities will show that the custom redirect was clicked.
- D. The prospect will be tagged.
- E. The newly converted prospect will NOT be affected because it was their first submission.

Correct Answer: ABD

QUESTION 3

Which Pardot asset would an Administrator create in order to collect the information from prospects who are interested in being for an upcoming product launch?

- A. Engagement program with product launch details.
- B. Email template with a form embedded into the HTML.
- C. Landing page without a form.
- D. Landing page with a form.

Correct Answer: A

QUESTION 4

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 5

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

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