PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

Which two events allow for a prospect\\'s Pardot campaign to be set? (Choose two answers.)

A. When new prospects are imported into Pardot via a .csv file.

B. When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.

C. When prospects are added to a static list.

D. When a profile is associated with the prospects.

Correct Answer: AB

QUESTION 2

How many Salesforce connectors can a Pardot instance have verified at one time?

A. 1

B. 2

C. 5

D. Unlimited

Correct Answer: A

QUESTION 3

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 4

What information is required when creating a prospect manually?

A. Campaign, Company, Email, Score

![Pass2Lead](https://Pass2Lead.com)
B. Account, Email, Profile, Score

C. Campaign, Email, Full Name, Profile

D. Campaign, Email, Profile, Score

Correct Answer: D

QUESTION 5

On which two types of domains does Pardot set cookies? (Choose two answers.)

A. Pardot domains

B. Tracker domains

C. Mobile domains

D. Social media domains

Correct Answer: AB

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