PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

In order for the Salesforce connector to verify, what does the connector user need to enter?

A. The Administrator\\'s Pardot credential

B. The Administrator\\'s Salesforce credential

C. The connector user\\'s Salesforce credential

D. The connector user\\'s Pardot credential

Correct Answer: C

QUESTION 2

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 3

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 4

Which three activities can be used to trigger an increase or decrease in a prospect\\'s score? (Choose three answers.)

A. Unsubscribing from an email

B. Printing an email

C. Clicking a link in an email

D. Opening an email

E. Forwarding an email

Correct Answer: ACD

QUESTION 5

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

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