

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

Essentials of Pardot Lightning App for Digital Marketers

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**QUESTION 1**

How many social posting connectors can be created in one Pardot account?

- A. There is no limit of social media accounts per social platform.
- B. One social media account per social platform.
- C. Five social media accounts per social platform.
- D. One social media account per user role, per social platform.

Correct Answer: A

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**QUESTION 2**

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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**QUESTION 3**

A custom redirect has a completion action to add a tag of "clicked" to all prospects that click it. An unknown visitor clicks on the link and then fills out the form as Bob. A prospect also clicks on the link and fills out a form as Kate.

Which three things will affect the prospect records based on these activities? (Choose three answers.)

- A. Bob's prospect record will have a tag of "clicked" applied to it.
- B. Bob's prospect record will show him clicking on the link and filling out the form.
- C. Kate's prospect record will show her clicking on the link and filling out the form.
- D. Kate's prospect record will have a tag of "clicked" applied to it.
- E. Bob's visitor record will have a tag of "clicked" applied to it.

Correct Answer: BCD

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**QUESTION 4**

What causes a sync from Salesforce to Pardot?

- A. Updating a formula field in Salesforce
- B. Updating the record's assigned owner
- C. Prospect opens one to one email
- D. Updating a field on a contact record that does not have an email address

Correct Answer: B

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**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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**QUESTION 6**

In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record? (Choose two answers.)

- A. Shared Contact or Lead ID
- B. Shared Assigned User ID
- C. Shared email address
- D. Shared tracking pixel

Correct Answer: AC

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**QUESTION 7**

Where can the Email Usage for a Pardot account be located?

- A. Dashboard tab
- B. My Profile tab
- C. Account Settings tab

D. Usage and Limits tab

Correct Answer: C

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**QUESTION 8**

What is the function of the Monthly Cohort Report?

- A. To show graphically all prospects and opportunities created within the time period designated.
- B. To show how many prospects have been created based on the most popular campaigns.
- C. To show how many prospects have been sent to Salesforce within the time period designated.
- D. To show how many opportunities are linked with prospects.

Correct Answer: A

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**QUESTION 9**

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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**QUESTION 10**

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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**QUESTION 11**

Which three user role security limits can be added to an individual user account? (Choose three answers.)

- A. Max number of emails the user can send.
- B. Max number of prospects the user can manually delete.
- C. Max number of records a user can import.
- D. Max number of prospects the user can manually create.
- E. Max number of prospects the user can export.

Correct Answer: ACE

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**QUESTION 12**

A custom Prospect field in Pardot must have what mapped to it in order to sync with Salesforce?

- A. A Salesforce field name
- B. A dropdown list
- C. A field ID
- D. A text type field

Correct Answer: A

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**QUESTION 13**

What does the Google Analytics connector allow Pardot to do?

- A. Sync prospects with Google AdWords.
- B. Send emails to prospects from Gmail.
- C. Update the conversion field in Google Analytics.
- D. Append UTM parameters to a prospect record.

Correct Answer: D

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**QUESTION 14**

What user role must a Pardot user have in order to verify the Salesforce connector?

- A. Sales manager
- B. Sales
- C. Marketing
- D. Administrator

Correct Answer: D

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**QUESTION 15**

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- A. Send using the form's completion actions.
- B. Send using a segmentation rule.
- C. Send using an engagement program.
- D. Use a dynamic list to use as a recipient list on an email send.

Correct Answer: A

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