

PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

Pass Salesforce PDX-101 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.certbus.com/pdx-101.html>

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce
Official Exam Center

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers



QUESTION 1

A company wants to send emails from a new domain.

Where should an Admin navigate to in Pardot to add the new domain?

- A. Marketing | System Emails
- B. Marketing | Email Sending Domains
- C. Admin | Security
- D. Admin | Domain Management

Correct Answer: D

QUESTION 2

What is the process to add a prospect who visits a pricing page to a list?

- A. Create a page action
- B. Create a segmentation rule
- C. Use a Tag
- D. Create an automation rule

Correct Answer: A

QUESTION 3

Which three variable tags can be used on layout templates for landing pages? (Choose three answers.)

- A. %%description%%
- B. %%name%%
- C. %%tittle%%
- D. %%form%%
- E. %%content%%

Correct Answer: ACE

QUESTION 4

Which type of asset is permanently deleted and NOT saved in the recycle bin?

- A. Automation rules
- B. Site searches
- C. Landing pages
- D. Content files

Correct Answer: D

QUESTION 5

What would an Administrator use to send a single email to a list of prospects?

- A. List email
- B. Engagement program
- C. Social message
- D. Email template

Correct Answer: D

QUESTION 6

When looking at a landing page report in Pardot, what does unique submissions represent?

- A. The number of times that an anonymous visitor successfully completed a form on the landing page and therefore "converted" to a prospect.
- B. The total number of times a form on the landing page has been successfully completed.
- C. The number of individual prospects who viewed the landing page at least once.
- D. The number of individual prospects who submitted the landing page at least once.

Correct Answer: D

QUESTION 7

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn't be able to get added back to it.

What is a recommended way to create this type of list?

- A. Use a completion action on the form to automatically add anyone who completes it to the list.
- B. Use a dynamic list that matches prospects as they complete the form.

- C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.
- D. Use table actions to add prospects who have completed the form to the list.

Correct Answer: B

QUESTION 8

Which three activities can increase or decrease a score in the baseline scoring system? (Choose three answers.)

- A. Landing page error
- B. Unsubscribed from email
- C. Assigned to a user
- D. Webinar attended
- E. Form submission

Correct Answer: ADE

QUESTION 9

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 10

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

QUESTION 11

Which two actions can be used to change a prospect's Pardot campaign? (Choose two answers.)

- A. Create an automation rule to change Pardot campaign for prospects meeting certain criteria.
- B. Add the prospect to a static list.
- C. Create a segmentation rule to change the Pardot campaign for prospects meeting certain criteria.
- D. Manually change the prospect's Pardot campaign when editing the prospect record.

Correct Answer: AD

QUESTION 12

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

QUESTION 13

An engagement program is using a dynamic list. A prospect was matching the rules of the list and completed Steps 1 through 3 of the engagement program. The prospect then was removed from the dynamic list because they no longer matched the rules.

If the prospect is added back to the dynamic list, what can an Administrator expect to happen?

- A. The prospect will continue on the engagement program to Step 3.
- B. The prospect will begin the engagement program again on Step 1.
- C. The prospect will be added to a suppression list used by the engagement program.
- D. The prospect will continue on the engagement program to Step 4.

Correct Answer: D

QUESTION 14

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 15

What is a capability of an automation rule?

- A. Run an action on a prospect multiple times per day.
- B. Run an action on a prospect the first time the criteria is met.
- C. Run an action on a visitor every time the criteria is met.
- D. Run an action on a prospect or visitor the first time the criteria is met.

Correct Answer: B

[PDX-101 Practice Test](#)

[PDX-101 Study Guide](#)

[PDX-101 Braindumps](#)