



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

Essentials of Pardot Lightning App for Digital Marketers

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#### QUESTION 1

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

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#### QUESTION 2

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

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#### QUESTION 3

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

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#### QUESTION 4

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 5

A prospect believed to be on an engagement program did NOT receive an email. Which three troubleshooting steps should an Administrator take to determine why the prospect did NOT receive the email? (Choose three answers.)

- A. Check the Audits tab to see if the prospect was on the correct lists when the email was sent.
- B. Check the Lifecycle tab to confirm whether the prospect entered the engagement program before the email was sent.
- C. Check the Profile tab to make sure the prospect has the right engagement program profile.
- D. Check the Overview tab to determine whether the prospect is unmailable.
- E. Check the Lists tab to determine whether the prospect is on the recipient list or any suppression lists.

Correct Answer: BDE

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