



PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited the pricing page. Which automation tool would best achieve this?

- A. Create a special campaign to track pricing page views.
- B. Create a Page Action set to Tag prospects as having viewing it and add them to a list.
- C. Create a Form with a Completion Action to send a pricing sheet.
- D. Create a Dynamic List based on page view to segment automatically.

Correct Answer: B

QUESTION 2

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

QUESTION 3

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 4

An Administrator imported a list of trade show attendees and added them all to the same Pardot campaign. A few months later, the Administrator wants to pull a one-time list of these attendees. How should this be accomplished?

- A. Run a segmentation rule based on the Pardot campaign.



- B. Look for the original list based on the Pardot campaign.
- C. Run a dynamic list based on the Pardot campaign.
- D. Run an automation rule based on the Pardot campaign.

Correct Answer: A

QUESTION 5

Which two list types can be used as a suppression list on an email send? (Choose two answers.)

- A. Static list
- B. Dynamic list
- C. Test list
- D. Public list

Correct Answer: AB

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