



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

Essentials of Pardot Lightning App for Digital Marketers

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### QUESTION 1

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 2

A form is created to automatically register prospects to a webinar upon submission.

Which automation tool should be used to accomplish this?

- A. Adding a completion action to register prospects on the form.
- B. Creating a segmentation rule to register prospects based on the form submission.
- C. Creating an automation rule to register prospects based on the form submission.
- D. Adding a form completion action as criteria for a dynamic list to be used as a recipient list.

Correct Answer: C

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### QUESTION 3

Which two events allow for a prospect's Pardot campaign to be set? (Choose two answers.)

- A. When new prospects are imported into Pardot via a .csv file.
- B. When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.
- C. When prospects are added to a static list.
- D. When a profile is associated with the prospects.

Correct Answer: AB

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### QUESTION 4

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

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#### QUESTION 5

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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