



PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

The "New Customers" engagement program has the "Customers" recipient list and the "Partners" suppression list added in the program's setup.

If a prospect is on both lists, what should an Administrator expect to happen?

- A. The prospect will get none of the emails, but the actions will still trigger.
- B. The prospect will get none of the emails.
- C. The prospect will get all of the emails once.
- D. The prospect will get all of the emails twice.

Correct Answer: B

QUESTION 2

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

QUESTION 3

Which two events trigger a prospect record to sync from Pardot to Salesforce? (Choose two answers.)

- A. Landing page submission.
- B. Form submission.
- C. Mapping new custom fields.
- D. Opening an email.

Correct Answer: BC

QUESTION 4

What is the difference between a dynamic list and a static list?



- A. Dynamic list membership CANNOT be manually updated but static list membership can be manually updated.
- B. Dynamic lists are retroactive while static lists CANNOT be retroactive.
- C. Dynamic list membership can be manually updated but static list membership CANNOT be manually updated.
- D. An action can be added to a dynamic list that will trigger when a prospect is added but an action CANNOT be added to a static list to trigger when a prospect is added.

Correct Answer: A

QUESTION 5

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

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