



PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

How is an active visitor different from an identified visitor?

- A. An active visitor is identified by Pardot after visiting a web page.
- B. An active visitor is identified by Pardot after visiting a web page and are NOT ISPs.
- C. An active visitor visited two or more pages regardless of identification.
- D. An active visitor visited two or more pages and have been identified.

Correct Answer: C

QUESTION 2

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

QUESTION 3

Which two Facebook accounts can be posted to using the Pardot Facebook connector? (Choose two answers.)

- A. Video Pages
- B. Linked Instagram Pages
- C. Company Pages
- D. Personal Pages

Correct Answer: CD

QUESTION 4

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

QUESTION 5

An Administrator wants to have a thank you email sent after the form on the "Request a Demo" landing page is submitted.

Where can this be configured to ensure that every time the landing page is completed, the email is sent?

A. Configure an autoresponder email to send as a completion action when the "Request a Demo" landing page has been submitted.

B. Configure an automation rule to send the email when "Request a Demo" form has been successfully completed.

C. Configure a segmentation rule to send the email when "Request a Demo" landing page has been successfully completed.

D. Configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted.

Correct Answer: D

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