PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

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 2

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 3

Which Salesforce field type is unsupported for syncing with Pardot?

A. Lookup

B. Picklist

C. Number

D. Formula

Correct Answer: A

QUESTION 4

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 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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