



PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

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 2

A company wants to send emails from a new domain.

Where should an Admin navigate to in Pardot to add the new domain?

- A. Marketing | System Emails
- B. Marketing | Email Sending Domains
- C. Admin | Security
- D. Admin | Domain Management

Correct Answer: D

QUESTION 3

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 4

How many social posting connectors can be created in one Pardot account?



- A. There is no limit of social media accounts per social platform.
- B. One social media account per social platform.
- C. Five social media accounts per social platform.
- D. One social media account per user role, per social platform.

Correct Answer: A

QUESTION 5

In order for the Salesforce connector to verify, what does the connector user need to enter?

- A. The Administrator\\'s Pardot credential
- B. The Administrator\\'s Salesforce credential
- C. The connector user\\'s Salesforce credential
- D. The connector user\\'s Pardot credential

Correct Answer: C

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