



PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

An engagement program is using a dynamic list. A prospect was matching the rules of the list and completed Steps 1 through 3 of the engagement program. The prospect then was removed from the dynamic list because they no longer matched the rules.

If the prospect is added back to the dynamic list, what can an Administrator expect to happen?

- A. The prospect will continue on the engagement program to Step 3.
- B. The prospect will begin the engagement program again on Step 1.
- C. The prospect will be added to a suppression list used by the engagement program.
- D. The prospect will continue on the engagement program to Step 4.

Correct Answer: D

QUESTION 2

What does the Google Analytics connector allow Pardot to do?

- A. Sync prospects with Google AdWords.
- B. Send emails to prospects from Gmail.
- C. Update the conversion field in Google Analytics.
- D. Append UTM parameters to a prospect record.

Correct Answer: D

QUESTION 3

An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?

- A. Account Settings
- B. Dashboard
- C. Company's DNS
- D. CRM

Correct Answer: C

QUESTION 4



In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record? (Choose two answers.)

- A. Shared Contact or Lead ID
- B. Shared Assigned User ID
- C. Shared email address
- D. Shared tracking pixel

Correct Answer: AC

QUESTION 5

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

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