Q&A?

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KILL EXAMS

PASS

Salesforce

PDX-101

Essentials of Pardot Lightning App for Digital Marketers

Question: 68

By default, which two objects does Pardot write to in Salesforce? Choose 2 answers
A . Case records
B . Opportunity records
C . Contact records
D . Lead records
E . Account records

Answer: C, D

Question: 69

A Pardot administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.

What is the recommended way to identify these prospects to export to .csv?
A . Create an automation rule based on product Name.
B . Create a completion action based on Product Name.
C . Create a dynamic list based on Product Name.
D . Create a segmentation rule based on Product Name.

Answer: A

Question: 70

A new automation rule is created.

What action is required for prospects to begin matching that automation rule?
A . Resume the rule after saving
B . Sava the rule without any additional action
C . Schedule the rule to run before saving it
D . Preview the rule before saving it

Answer: D

Question: 71

Which two prospect activities trigger a sync from Pardot to Salesforce? Choose 2 answers
A . Submitting a form

B . Opening an email
C . Clicking a custom redirect
D . Unsubscribing from email

Question: 72

What information can you access on the Prospect List?
A . Prospect's Name
B . Prospect's Email Address
C . Prospect's Title
D . Prospect's Company
E . Prospect's Grade
F . Prospect's Score
G . Date of when prospect converted from a visitor
H . Date of prospect's last activity

Question: 73

A marketing user wants to send an email template to a prospect list, but the specific email template Isn't available to choose when sanding a new list email.

How should the user resolve this Issue?
A . Edit the list to be available for "Email Sanding"
B . Edit the email template to make it available for "List Emails"
C . Edit the list to be available for "Email Templates"
D . Edit the email template and choose the appropriate list

Question: 74

Which list email report metric represents the total number of emails minus hard and soft bounces?
A . Total Opt Outs
B . Total Sent
C . Total Queued
D . Total Delivered

Question: 75

A client submits their Pardot form to test the form's completion actions. After they submit the form, none of the

completion actions are applied to their prospect record.

What explanation do you give as to why the actions did not occur?
A . The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors.
B . The 'email' form field was set up to exclude free email addresses, so even though they submitted the form successfully, the Gmail address they used prevented the completion actions from running.
C . The client did not un-pause the completion actions.
D . Kiosk mode was enabled on the form, so completion actions did not run.

Answer: A

Question: 76

What step type would be used in engagement studio to add prospects to another engagement studio program's recipient list?
A . Rule
B . End
C . Trigger
D . Action

Answer: D

Question: 77

In Salesforce, Contacts are deleted if an Opportunity hasn't been closed in 180 days. As a result, the corresponding prospects are marked as[[crm_deleted]] in Pardot. If the Request a Demo form is completed after that 180 day period, the prospect should be recreated as a Lead.

What automation tool should be used to solve this need?
A . Engagement studio
B . Segmentation rule
C . Automation rule
D . Dynamic list

Answer: A

Question: 78

What does the gear icon on the prospect list allow you to do?
A . Copy
B . Assign
C . Delete
D . Edit

Answer: B, C, D

A visitor clicks on a custom redirect with an action of adding a tag. The visitor them fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list.

Which three things will happen to the prospect? (Choose three answers.)
A . The prospect activities will show that the form was successfully completed.
B . The prospect will be added to the list.
C . The prospect activities will show that the custom redirect was clicked.
D . The prospect will be tagged.
E . The newly converted prospect will NOT be affected because it was their first submission.

Answer: A,B,D

Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.
A . The Grade as it includes personal information about the prospect.
B . The Profile as It reflects LenoxSoft's ideal customer.
C . The Campaign as it references the prospect's first touch point.
D . The Score as it shows activities taken by the prospect.

Answer: D

SAMPLE QUESTIONS

*These questions are for demo purpose only. **Full version** is up to date and contains actual questions and answers.*

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