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NEW QUESTION: 1

What is one way a sales rep can convert a visitor to a prospect?

- A. The sales rep increases the visitor s score to 100.
- B. The sales rep gives the visitor a phone call.
- C. The sales rep walks the visitor through a demo.
- D. The sales rep manually associates the visitor with a prospect.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

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 segmentation rule based on Product Name.
- C. Create a dynamic list based on Product Name.
- D. Create a completion action based on Product Name.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 3

How can a Pardot user grant a Pardot team member access to their Pardot account? (Choose two answers.)

- A. Hover over the person icon in Pardot and select "Grant Account Access."
- B. Email Pardot Support with a customized access link.
- C. Click "Grant Access" from the request email they receive.
- D. Click the "Grant Pardot Access" link on the Pardot dashboard.

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 4

Which two prospect activities trigger a sync from Pardot to Salesforce? Choose 2 answers

- A. Unsubscribing from email
- B. Submitting a form
- C. Clicking a custom redirect
- D. Opening an email

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 5

Why should you set a form to Always Display?

- A. To ensure the prospect gets scored and graded.
- B. To prevent spammers from filling out the form
- C. To get a higher form conversion rate
- D. To always show the form when someone returns to the page.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 6

Which three variable tags can be used on layout templates for landing pages?

(Choose three answers.)

- A. %%description%%
- B. %%name%%
- C. %%tittle%%
- D. %%form%%
- E. %%content%%

Answer: A,C,E ([LEAVE A REPLY](#))

<https://www.pardot.com/blog/layout-templates/>

NEW QUESTION: 7

You can set up Pardot to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account.

- A. True
- B. False

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 8

What are 3 webinar connectors Pardot offers?

- A. WebEx
- B. ReadyTalk
- C. AnyMeeting

- D. GoTo Webinar
- E. Adobe Connect

Answer: B,D,E ([LEAVE A REPLY](#))

NEW QUESTION: 9

Arrange these events in sequence:

- A. Visitors access your company website
- B. The visitor is now a prospect.
- C. The prospect's activity history is available to view in Pardot
- D. A cookie is applied
- E. A visitor submits a conversion form

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 10

LenoxSoft uses a custom account field in Salesforce and wants to use it for segmentation in Pardot.

What should an administrator do to be able to use the custom field in Pardot?

- A. Edit an existing default account field in Pardot and map it to the account field in Salesforce.
- B. Create a custom account field in Pardot and map it to the account field in Salesforce.
- C. Map the account field in Salesforce to a contact field that is already syncing with Pardot.
- D. Make no changes. Only default account fields can sync to Pardot.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 11

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Pardot Administrator take to automate this process?

Choose one answer

- A. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.
- B. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
- C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- D. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 12

What would a hard bounce refer to on an email sending report?

- A. An email that permanently bounced back to the sender because the address is invalid.

- B. An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.
- C. An email that is recognized, but returned to the sender because the recipient's mailbox is full.
- D. An email that is recognized, but returned to the sender because the mail server is temporarily unavailable

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 13

A custom redirect has a completion action to add a tag of "clicked" to all prospects that click it. An unknown visitor clicks on the link and then fills out the form as Bob. A prospect also clicks on the link and fills out a form as Kate.

Which three things will affect the prospect records based on these activities? (Choose three answers.)

- A. Kate's prospect record will show her clicking on the link and filling out the form.
- B. Bob's prospect record will have a tag of "clicked" applied to it.
- C. Kate's prospect record will have a tag of "clicked" applied to it.
- D. Bob's prospect record will show him clicking on the link and filling out the form.
- E. Bob's visitor record will have a tag of "clicked" applied to it.

Answer: A,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 14

What is a good default sales ready lead score?

- A. 75
- B. 200
- C. 50
- D. 100

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 15

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score
- B. Campaign, Email, Profile, Score
- C. Account, Email, Profile, Score
- D. Campaign, Email, Full Name, Profile

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 16

What does scoring measure?

- A. Personal information about a prospect
- B. Time spent on website by a prospect
- C. Activities performed by a prospect

D. Time spent on a website by a prospect and explicit information about the prospect

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 17

How many times can one automation rule match an individual prospect?

- A. 4
- B. 2
- C. 3
- D. 1

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

You want to get some insight into a prospects score at each stage in their lifecycle. What Pardot report can you use?

- A. Prospect lifecycle report
- B. Form report
- C. List email report
- D. Conversions report

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 19

How is an active visitor different from an identified visitor?

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

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 20

A CNAME or vanity alias, is used to provide a seamless transition for your prospects when visiting pages and forms that you host on your site and Pardot hosted campaign elements such as; landing pages, search results and individually tracked links sent in your emails.

- A. True
- B. False

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 21

Which standard dashboard shows the total submission across all Pardot landing pages in B2B Marketing Analytics?

- A. Engagement dashboard
- B. Pipeline dashboard
- C. Multi-Touch Attribution dashboard
- D. Account-Based Marketing dashboard

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 22

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 segmentation rule based on Product Name.
- C. Create a dynamic list based on Product Name.
- D. Create a completion action based on Product Name.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

A marketing user wants prospects to be added to a list when they click on a link in a list email. Where would this action be added in order to add the prospect to the specific list?

- A. On the 'Sending' tab of the email template
- B. On the 'Testing' tab of the list email
- C. On the 'Testing' tab of the email template
- D. On the 'Sending' tab of the 1st email

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 24

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 a profile is associated with the prospects.
- C. When prospects are added to a static list.
- D. When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 25

What is the difference between a visitor and a prospect?

- A. A prospect has an identified email address, while a visitor does not have an identified email address.
- B. A prospect has submitted a Pardot form, while a visitor has not submitted a Pardot form.
- C. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.
- D. A prospect has an assigned user, while a visitor does not have an assigned user.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

What list email or email template report deliverability metric could indicate an unverified sending domain?

- A. Forward count
- B. Hard bounces
- C. Skimmed percentage
- D. Total queued

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 27

What will undelete a prospect?

- A. If the deleted prospect is imported into Pardot with the same email address
- B. If the deleted prospect visits a web page
- C. If the deleted prospect re-converts by filling out a form with the same email address

Answer: A,C ([LEAVE A REPLY](#))

- if the deleted prospect is imported into Pardot with the same email address
- If the deleted prospect re-converts by filling out a form with the same email address
- if the deleted prospect clicks a custom redirect
- if a deleted prospect downloads a non image file
- if the deleted prospect has an associated record in the CRM.

NEW QUESTION: 28

When are visitors converted to prospects?

- A. When the prospect visits a Pardot landing page
- B. When an automation rule runs
- C. When a prospect fills out a form or form handler
- D. When they run through completion actions

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

LenoxSoft's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked.

What insight does this report provide the template designer?

- A. High open rates indicates that prospects are interacting with the content.
- B. Low click rates encourage the user to optimize content or link placement in other email sends.
- C. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email
- D. High click rates indicates that the email subject line should be the focus of the email content.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 30

A user needs to change which form is used in a running engagement program.

What is the first step the user must take in order to make this change?

- A. Pause the program
- B. Edit the program
- C. Name the new version of the program
- D. Delete the old form

Answer: (SHOW ANSWER)

NEW QUESTION: 31

In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record?

Choose 2 answers

- A. Shared email address
- B. Shared tracking pixel
- C. Shared Assigned User ID
- D. Shared CRM ID

Answer: C,D (LEAVE A REPLY)

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NEW QUESTION: 32

How many visitors per identified company will be displayed in the Identified Companies table on the dashboard?

- A. 1
- B. 2
- C. 3
- D. As many visitors that have engaged with the website from that company.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 33

An engagement studio program is enabled to repeat. The prospects are eligible to repeat after one day and can repeat three times.

If a prospect remains on the program recipient list, what would happen to that prospect once they hit the End step after processing through the program once?

- A. The prospect will not restart the program; prospects can only process through once.
- B. The prospect will start the program over at the beginning immediately.
- C. The prospect will start the program over at the beginning after waiting one day.
- D. The prospect will not restart the program; they have reached the maximum number of repeats.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 34

What must you do in Salesforce to map a Pardot prospect custom field to a Salesforce field?

Choose 2 answers

- A. Add a new custom contact field in Salesforce.
- B. Add a new lead record type in Salesforce.
- C. Adjust the lead settings in Salesforce.
- D. Add a new custom lead field in Salesforce.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 35

When do prospects sync to your CRM?

- A. When the prospect fills out a form on a landing page
- B. When a prospect is created manually in the Pardot database.
- C. When the prospect has a lead score greater than 50
- D. When the prospect visits a landing page
- E. When a prospect has been assigned to a user or queue.

Answer: E ([LEAVE A REPLY](#))

NEW QUESTION: 36

Your client is looking for a way to increase the quality of leads that are being passed from marketing to sales. What advice do you offer?

- A. Implement a blended lead scoring and grading system.

- B. Only pass on leads that are very active on your site no matter the company profile.
- C. Add more landing pages and forms to your site to increase the number of conversion opportunities.
- D. Automatically assign all leads to sales reps in a round-robin system.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

Which two requirements must be met in order to have both the Lead and a Contact field sync with the same Pardot prospect field? Choose 2 answers

- A. The Pardot field must be mapped to the Salesforce field.
- B. The Lead and Contact fields must have the same Salesforce field label.
- C. The Lead and Contact fields must have the same API name.
- D. The Pardot field must be a drop-down field.

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 38

How can you set a prospect's first touch campaign?

- A. Using segmentation rules.
- B. Using completion actions
- C. Using automation rules.
- D. None of the above

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 39

LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Pardot marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer

- A. Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- B. Create a segmentation list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects.
- C. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects
- D. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 40

What is a good bounce rate?

- A. Less than 5%
- B. More than 20%
- C. More than 10%
- D. Less than 10%

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 41

Why is a reCAPTCHA displayed when I did not choose to display it?

- A. At form submission Pardot pings a database of known prospects and when a match is found automatically displays a reCAPTCHA.
- B. At form submission Pardot pings a database of known spammers and when a match is found automatically displays a reCAPTCHA.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 42

A Pardot administrator has pre-existing HTML that they want to use to build their landing page in Pardot. Which asset should be applied during the creation of the Pardot landing page to accomplish that goal?

- A. Layout template
- B. Dynamic content
- C. Custom redirect
- D. Stock template

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 43

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 begin the engagement program again on Step 1.
- B. The prospect will continue on the engagement program to Step 4.
- 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 3.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 44

What is a good way in Salesforce to verify that a record is syncing to a prospect in Pardot?

- A. The Pardot URL field is not empty
- B. The lead/contact URL in Salesforce contains "Pardot"
- C. The first and last name fields are not empty
- D. The Pardot sync checkbox is checked

Answer: A (LEAVE A REPLY)

NEW QUESTION: 45

What is the main difference between automation rules and segmentation rules?

- A. Segmentation rules do not run retroactively
- B. Automation rules do run retroactively
- C. Automation rules run continuously, segmentation rules run once.
- D. Neither will "unmatch" prospects

Answer: C (LEAVE A REPLY)

Automation Rules	Segmentation Rules
Offer the most comprehensive set of actions	Offer limited actions (that all deal with building lists and campaigns)
Run continuously	Run once

NEW QUESTION: 46

A marketing user wants to test two similar versions of an email to see which one performs better. How should they run this test?

- A. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on event signups.
- B. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens.
- C. Send the two versions to two different lists, and then compare the results to determine a winner based on clicks or opens.
- D. Send one version to the list now, another to the same list later, and then compare the results to determine a winner based on clicks or opens.

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 47

By default, which two objects does Pardot write to in Salesforce? Choose 2 answers

- A. Opportunity records
- B. Account records
- C. Lead records
- D. Contact records
- E. Case records

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 48

LenoxSoft conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened.

What three data points can be found in the prospect's Audits tab to help determine what updates were made?

Choose 3 answers

- A. The amount of time the prospect spent viewing the website
- B. The Lifecycle Report filtered by timeframe
- C. The data and time when a prospect was assigned
- D. The lists that that prospect was added to or removed from
- E. The prospect fields that were updated

Answer: A,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 49

A marketer performs the following actions:

- * Creates a list and adds three prospects
- * Deletes one of the three prospects to the Recycle Bin
- * Deletes the list

What would happen as a result of these actions?

- A. The list is not deleted because it contains active prospects.
- B. The list is archived to the Recycle Bin, but the two remaining prospects are not deleted.
- C. The list is archived to the Recycle Bin and the deleted prospect is restored.
- D. The list and the two remaining prospects are archived to the Recycle Bin.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 50

Arrange the steps to Access a Prospect Record:

- A. Select Prospect
- B. Mouseover Prospects
- C. Click Prospect List

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 51

How can you preview/test matches for automation rules before you run them?

- A. Run the automation rule to see how many matches there are.
- B. Use the automation preview option.
- C. Create a list and see how many prospects are affected.

Answer: ([SHOW ANSWER](#))

You can preview which prospects will be matches by your Automation Rules. After creating or editing your rules, click the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time (this is very fast for most rules - often under a minute). The preview will tell you how many prospects will be matched. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them.

NEW QUESTION: 52

A prospect is permanently deleted from Pardot. That prospect then fills out a new Pardot form and submits their information.

What happens to the prospect?

- A. An error message is displayed on the form preventing the prospect from submitting
- B. No new prospect is created because the prospect had previously been permanently deleted.
- C. A new prospect is created even though the prospect had previously been permanently deleted.
- D. The submission of the form retrieves and restores the previously deleted prospect information including activities.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 53

A designer wants to apply LenoxSoft's styling to assets in Pardot. Which two assets can they control CSS styling for in Pardot?

Choose 2 answers

- A. Form handlers
- B. Social posts
- C. Landing pages
- D. Forms

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 54

A user is experiencing errors when trying to save their email.

What three items should they check for in order to successfully save their email draft? Choose 3 answers

- A. The email designates a general or specific sender
- B. The email uses dynamic content

- C. The email contains at least one variable tag
- D. The email contains a text version
- E. The email contains an unsubscribe link

Answer: A,D,E ([LEAVE A REPLY](#))

NEW QUESTION: 55

LenoxSoft needs their form to post directly to a third-party platform as well as Pardot upon submission.

Which Pardot tool should they use?

- A. Dynamic Content
- B. Custom Redirect
- C. Form Handler
- D. Pardot Form

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 56

What would make the Salesforce connector become unverified?

- A. The Salesforce account has reached the limit of the number of lead or contact records that could be created
- B. The Pardot account has reached the limit of the number of prospect records that could be created
- C. The connector user's Pardot password was changed
- D. The connector user's Salesforce password was changed

Answer: ([SHOW ANSWER](#))

If you change the username or password the connector won't work. Update the details in Pardot and re-verified the connector.

NEW QUESTION: 57

Which two capabilities are true for completion actions? Choose 2 answers

- A. Completion actions apply to both visitors and prospects
- B. Completion actions do not execute on image file downloads
- C. Completion actions are applied retroactively.
- D. Completion actions cannot be applied directly on a landing page.

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 58

Your client wants to filter out their own IP address that is currently skewing their results. What do you recommend they use?

- A. An Automation Rule
- B. Add rules to the Pardot tracking code.
- C. Completion Actions with a filter

D. Visitor Filters

Answer: D ([LEAVE A REPLY](#))

https://help.salesforce.com/articleView?id=pardot_admin_filters_parent.htm&type=5

NEW QUESTION: 59

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.

If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

- A. Day 4
- B. Day 5
- C. Day 0
- D. Day 3

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 60

Which Salesforce field type is unsupported for syncing with Pardot?

- A. Lookup
- B. Formula
- C. Picklist
- D. Number

Answer: ([SHOW ANSWER](#)**)**

NEW QUESTION: 61

How can a Prospects score be changed?

- A. Completion Actions
- B. Manually
- C. Profile
- D. Segmentation rule

Answer: ([SHOW ANSWER](#)**)**

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NEW QUESTION: 62

What should be enabled on a Pardot form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- A. "Not you"? Link
- B. reCAPTCHA
- C. Kiosk/Data Entry Mode
- D. Progressive Profiling

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 63

Which two Salesforce features allow a view of a prospect's Pardot landing page submission activity on the syncing contact?

Choose 2 answers

- A. Pardot landing pages related list section
- B. Salesforce Activities section
- C. Engagement History component
- D. Pardot Activities Visualforce page

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 64

Which type of asset is permanently deleted and NOT saved in the recycle bin?

- A. Landing pages
- B. Content files
- C. Site searches
- D. Automation rules

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 65

A non-repeating automation rule has matched 100 prospects. A user pauses the automation rule, edits the rules criteria, and resumes the rule.

What would happen to the 100 prospects who previously matched the rule?

- A. The prospects will not unmatch the rule and no new actions will be applied.
- B. The prospects will be marked as unmatching the updated rule.
- C. The rule will unapply actions to prospects who no longer match the criteria.
- D. The actions will reapply to prospects who match the new rule criteria.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 66

Which two activities can automatically increase a prospects score using the default scoring model? Choose 2 answers

- A. A prospect submitting a form on a landing page
- B. A prospect being converted from a Lead to a Contact

- C. A prospect sending an email to their assigned user
- D. A prospect clicking on a tracked link in an email

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 67

Rules, Form completion actions, and more.

What are 3 social posting connectors Pardot offers?

- A. Facebook
- B. Instagram
- C. Snapchat
- D. LinkedIn
- E. Twitter

Answer: A,D,E ([LEAVE A REPLY](#))

NEW QUESTION: 68

A client wants to submit data to Pardot as well as their own database. What do you recommend they use?

- A. This is not possible
- B. Pardot API
- C. A third party tool
- D. Data.com connector
- E. Pardot form handlers

Answer: E ([LEAVE A REPLY](#))

NEW QUESTION: 69

How often does Pardot sync with Salesforce?

- A. 10 minutes
- B. Real time
- C. 5 minutes
- D. 30 minutes

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 70

Where on a prospect record would you look to see if a prospect had registered for a webinar?

- A. Contents
- B. Custom Fields
- C. Prospect Activities
- D. Insights

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 71

When looking at a landing page report in Pardot, what does unique submissions represent?

- A. The total number of times a form on the landing page has been successfully completed.
- B. The number of individual prospects who submitted the landing page at least once.
- C. The number of times that an anonymous visitor successfully completed a form on the landing page and therefore "converted" to a prospect.
- D. The number of individual prospects who viewed the landing page at least once.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 72

A user needs to be able to import and export lists. What user role do you give them?

- A. None of the above
- B. Sales Manager
- C. Marketing
- D. Sales

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 73

What step type should be used in engagement studio if a user wants to branch prospects down two paths based on actions taken on a marketing asset?

- A. Action
- B. Wait
- C. Rule
- D. Trigger

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 74

There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?

- A. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 75

Form or Form Handler? I need to be able to edit and change my form directly.

A. Form Handler

B. Form

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 76

A marketing manager sent an email template last week to their "Hot Prospects" list, which is populated dynamically based on the prospects' scores. They want to send the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again.

How should they accomplish this?

A. Send the email template to the "Hot Prospects" list like last time; the prospects that received it before will be automatically suppressed from receiving the same email template.

B. Create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the "Hot Prospects" list.

C. Send the email template to the "Hot Prospects" list, but select the "deduplicate" option to remove recipients that already received the email last week.

D. Create a new dynamic list using the criteria "Prospect email template", the template name, and "was not received" and then use it as the recipient list when sending the email template.

Answer: B ([LEAVE A REPLY](#))

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NEW QUESTION: 77

A marketing manager wants to view list email engagement metrics in Engagement History in Salesforce.

Which metric is not supported?

A. Opt Out Rate

B. Total Replies

C. Total Delivered

D. Unique Opens

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 78

A prospect with a Pardot score over 100 can view and opt out of a list on the Pardot Email Preference Center. The following month, the prospect's score falls below 100, so they are removed from the list and can no longer view that list on the Email Preference Center.

Which two characteristics must be true of that list?

Choose 2 answers

- A. It is a Dynamic List
- B. It is a CRM Visible List
- C. It is a Static List
- D. It is a Public List

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 79

When prospects register via a Pardot form, they will still receive GoToWebinar's reminder and registration emails.

- A. True
- B. False

Answer: A ([LEAVE A REPLY](#))

[https://help.salesforce.com/articleView?](https://help.salesforce.com/articleView?id=pardot_connectors_gotowebinar_considerations.htm&type=5)

[id=pardot_connectors_gotowebinar_considerations.htm&type=5](https://help.salesforce.com/articleView?id=pardot_connectors_gotowebinar_considerations.htm&type=5)

NEW QUESTION: 80

The baseline grade will show on the prospect profile at all times.

- A. True
- B. False

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 81

What user role must a Pardot user have in order to verify the Salesforce connector?

- A. Sales
- B. Administrator
- C. Sales manager
- D. Marketing

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 82

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

How should the user resolve this issue?

- A. Edit the email template to make it available for "List Emails"
- B. Edit the email template and choose the appropriate list

- C. Edit the list to be available for "Email Sanding"
- D. Edit the list to be available for "Email Templates"

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 83

What would make the Salesforce connector become unverified?

- A. The Salesforce account has reached the limit of the number of lead or contact records that could be created
- B. The Pardot account has reached the limit of the number of prospect records that could be created
- C. The connector user's Pardot password was changed
- D. The connector user's Salesforce password was changed

Answer: ([SHOW ANSWER](#))

If you change the username or password the connector won't work.
Update the details in Pardot and re-verified the connector.

NEW QUESTION: 84

An engagement studio action step is scheduled to send an email on March 20th.

What should happen to the prospects who reach this step after that scheduled day?

- A. A ProsPect arriving after the send date will be sent the email.
- B. A Prospect arriving after the send date will be removed from the program.
- C. A prospect arriving after the send date will remain on the step until a new send date is set
- D. A prospect arriving after the send date will skip the Send Email step.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 85

A prospect believed to be on a drip program did not receive an email. What troubleshooting step could an Administrator take to determine why the prospect did not receive the email?

Choose 3 answers

- A. Check the Overview tab to determine whether the prospect is unmailable.
- B. Check the Audits tab to see if the prospect was on the correct lists when the email was sent.
- C. Check the Lists tab to determine whether the prospect is on the recipient list or any suppression lists.
- D. Check the Profile tab to make sure the prospect has the right drip program profile.
- E. Check the Lifecycle tab to confirm whether the prospect entered the drip program before the email was sent.

Answer: A,B,C ([LEAVE A REPLY](#))

NEW QUESTION: 86

A user needs to change which email template is used in a running engagement program.

What is the first step the user must take In order to make this change?

- A. Copy the original Engagement Program
- B. Change the wait time for the template
- C. Pause the Program
- D. Delete the old sent email

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 87

LenoxSoft has multiple forms containing a "Comments" field on their website. The administrator would like for this field to be visible and empty every time a prospect returns to one of their forms. Which two form field options should be enabled? Choose 2 answers

- A. Do not prefill
- B. Display other fields in this form based on the value of this field
- C. Maintain the initial value upon subsequent form submissions
- D. Always display even if previously completed

Answer: A,D ([LEAVE A REPLY](#))

NEW QUESTION: 88

A Pardot form is placed onto a Pardot landing page to register prospects for an upcoming tradeshow. A Pardot administrator wants to know how many unique submissions they have so far.

Which report should they check to see the number of unique submissions for the form on the landing page?

- A. Event report
- B. Form handler report
- C. Landing page report
- D. Form report

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 89

What step type would be used in engagement studio to add prospects to another engagement studio program's recipient list?

- A. Action
- B. End
- C. Trigger
- D. Rule

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 90

Which Pardot asset would an Administrator create in order to collect the information from prospects who are interested in being for an upcoming product launch?

- A. Engagement program with product launch details.

- B. Email template with a form embedded into the HTML.
- C. Landing page with a form.
- D. Landing page without a form.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 91

How can you ensure your email doesn't get stuck in spam?

- A. Create clear calls-to-action
- B. Create mobile-friendly version of the email
- C. Create a text version of the email
- D. Remove the unsubscribe from the email
- E. Add domain keys and SPF

Answer: ([SHOW ANSWER](#))

- create a text version
- avoid spammy words in the email copy
- Check image to text ratio
- Add domain keys and SPF

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NEW QUESTION: 92

Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?

- A. Total submissions
- B. Unique submissions
- C. Conversions
- D. unique clicks

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 93

LenoxSoft wants to use their product interest field on a demo request form. They would like to display the phrase "which product most interests you?"

" for their product interest field.

Which field component should they modify?

- A. The field data format
- B. The prospect field
- C. The prospect field label
- D. The field type

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 94

Form or Form Handler? I need to maintain my current lead flow.

- A. Form
- B. Form Handler

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 95

Which type of email send can a completion action be added to?

- A. Email template
- B. List email send
- C. Autoresponder
- D. Engagement Program email

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 96

A form is created to automatically register prospects to a webinar upon submission.

Which automation tool should be used to accomplish this?

- A. Creating an automation rule to register prospects based on the form submission.
- B. Creating a segmentation rule to register prospects based on the form submission.
- C. Adding a form completion action as criteria for a dynamic list to be used as a recipient list.
- D. Adding a completion action to register prospects on the form.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 97

How can an admin find the number of mailable prospects in their database?

- A. Navigate to the prospect list and select "Mailable Prospects"
- B. Navigate to the overview section
- C. View the sync queue
- D. View all Segmentation lists

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 98

How do you use an automation rule to opt out prospects?

- A. Change prospect field value to Opt-out
- B. You can't use an automation rule to opt-out prospects.

C. Change prospect field value: 'Do Not Email' to 'Do Not Email'

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 99

Completion actions only affect prospects not visitors?

A. True

B. False

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 100

Which Pardot function should be used to track prospect engagement on a banner ad on a third-party site?

A. Custom redirect

B. Landing page

C. Page action

D. Campaign tracking code

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 101

What is the expected behavior if an automation rule is NOT set to repeat?

A. The prospect matches the criteria once, but the action runs multiple times.

B. The prospect matches the criteria once and the action runs once.

C. The action can only run once per day on the prospect.

D. The prospect can match the criteria multiple times and the action runs each time.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 102

A new Lead record is created in Salesforce without an automatically email address and the Salesforce connector is set to automatically create prospects In Pardot.

What action will occur in Pardot?

A. A new Account will be created.

B. A new prospect record will be created.

C. No new record will be created.

D. A new visitor record will be created.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 103

Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.

A. The Campaign as it references the prospect's first touch point.

B. The Score as it shows activities taken by the prospect.

- C. The Profile as It reflects LenoxSoft's ideal customer.
- D. The Grade as it includes personal information about the prospect.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 104

In an engagement studio program, business hours are enabled for Monday-Friday from 10am-4pm. A prospect enters a Send Ema step at 4:30pm on Friday. When would the program send the email to the prospect?

- A. The email will send immediately.
- B. The email will send on Monday at 10am.
- C. The email will send on Saturday at 10am.
- D. The email will not send.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 105

What feature In Salesforce can be enabled to show landing page engagement data on a Salesforce Campaign page layout?

- A. Pardot Activities Visualforce page
- B. Advanced Dynamic Content
- C. Engagement History
- D. B2B Marketing Analytics

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 106

If a form is added to a landing page, where will the submissions be reported?

- A. On the form's layout template
- B. On the form
- C. On the landing page
- D. On the landing page's layout template

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 107

What causes a sync from Salesforce to Pardot?

- A. Prospect opens one to one email
- B. Updating a field on a contact record that does not have an email address
- C. Updating the record's assigned owner
- D. Updating a formula field in Salesforce

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 108

A user creates and resumes a new automation rule.

Which two statements are true about that rule?

Choose 2 answers

- A. The rule will unmatch prospects that no longer match the criteria.
- B. The rule will continuously look for prospects who match the criteria.
- C. The rule will evaluate their entire prospect database for matches.
- D. The rule will run once and must be re-run for prospects to match again.

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 109

What factors are involved with and determine email deliverability?

(Choose 2)

- A. CAN-SPAM
- B. Domain Keys
- C. Sender Policy Framework (SPF)
- D. Sender ID
- E. Whitelist

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 110

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score
- B. Account, Email, Profile, Score
- C. Campaign, Email, Full Name, Profile
- D. Campaign, Email, Profile, Score

Answer: D ([LEAVE A REPLY](#))

Create Prospect

First Name

Last Name

Email*

Company

Account No account

Website

Campaign*

Profile*

Assign To

Notes

Score*

NEW QUESTION: 111

A Marketing Manager meets a new customer at an event. How can they create that new customer as a prospect in Pardot?

- A. Have the prospect submit a form with their name and email address.
- B. Create a new lead in Salesforce without an email address.
- C. Take a picture of their business card and upload it into Pardot.
- D. Add the prospect's first name and last name to a CSV file and import that into Pardot.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 112

You want to track prospects that click on a banner ad. What do you use?

- A. Page actions
- B. Custom redirect
- C. Completion actions
- D. Lead scoring and grading

Answer: B (LEAVE A REPLY)

NEW QUESTION: 113

A marketer wants to create different Pardot lists to correspond with the different stages of the buying cycle. When an Opportunity stage changes in Salesforce, the prospect list membership

automatically updates to reflect that in Pardot. example, if an opportunity moves from Negotiations to Closed Won, the prospects associated with that opportunity. Should be removed from the Negotiations list, and added to the Closed won list.

How could the marketer accomplish this?

- A. Dynamic List
- B. Completion Action
- C. Automation Rule
- D. Page Action

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 114

Which of the following can "unmatch" prospects?

- A. Automation Rules
- B. Segmentation Rules
- C. Dynamic Lists

Answer: C ([LEAVE A REPLY](#))

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