

2022 Latest Salesforce PDX-101 Real Exam Dumps PDF [Q18-Q39]



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PDX-101 Exam Dumps, PDX-101 Practice Test Questions

NEW QUESTION 18

Which three triggers could be used to define a prospects path in an engagement studio program?

Choose 3 answers

- * List membership
- * Email open
- * Custom redirect click
- * File download
- * Prospect grade

NEW QUESTION 19

Identify three webinar connectors for Pardot

- * ReadyTalk, GoTo Webinar, WebEx

- * WebEx, JoinMe, GoTo Webinar
- * Zoho, WebEx, ReadyTalk
- * Adobe Connect, Lync, BlueJeans

NEW QUESTION 20

Viewing your pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited your pricing page. What automation tool would best achieve this?

- * Create a special campaign to track pricing pageviews
- * Create a Page Action set to Tag prospects as having viewed it and add them to a list
- * Create a Form with a Completion Action to send a pricing sheet
- * Create a Dynamic List based on page view to segment automatically

NEW QUESTION 21

What must you do in Salesforce to map a Pardot prospect custom field to a Salesforce field? Choose 2 answers

- * Adjust the lead settings in Salesforce.
- * Add a new lead record type in Salesforce.
- * Add a new custom contact field in Salesforce.
- * Add a new custom lead field in Salesforce.

NEW QUESTION 22

What does scoring measure?

- * Personal information about a prospect
- * Time spent on website by a prospect
- * Activities performed by a prospect
- * Time spent on a website by a prospect and explicit information about the prospect

NEW QUESTION 23

What will undelete a prospect?

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

– 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

NEW QUESTION 24

How many times can each action be added to the logic of the same engagement program?

- * Email actions can be used an unlimited amount of times, but the other actions can only be used once per engagement program.
- * Actions can be used an unlimited amount of times in an engagement program.

- * Email actions and pauses can be used an unlimited amount of times, but the other actions can only be used once per engagement program.
- * Actions can each be used only once per engagement program.

NEW QUESTION 25

How can an action be applied to a prospect who views a specific page of a website?

- * Through completion actions
- * Through automation rules
- * Through scoring
- * Through page actions
- * None of the above

NEW QUESTION 26

Which scenario would convert an anonymous visitor into an identified prospect?

- * Creating a Lead in Salesforce which syncs to Pardot as a new prospect record
- * Scanning the badge of someone who visited a booth at a recent event
- * Submitting a Web2Lead form that is linked to Pardot via a form handler
- * Opening email sent by a sales rep using the Send Pardot Email functionality in Salesforce

NEW QUESTION 27

After a prospect completes steps 1-5 of a 10 step engagement studio program, the prospect is added to one of the engagement studio program's suppression lists.

What will happen if the prospect is removed from the suppression list?

- * The prospect will begin the engagement studio program again on step 1.
- * The prospect will be also be removed from the recipient list of the program.
- * The prospect will continue on the engagement studio program onto step 5.
- * The prospect will continue on the engagement studio program onto step 6.

NEW QUESTION 28

Does an automation rule ever match a prospect more than once?

- * Yes, automation rules run every time.
- * No, an automation rule will only affect a prospect one time

An automation rule can match a prospect more than once if you enable Repeat Rule. Otherwise, an automation rule will only affect a prospect one time.

NEW QUESTION 29

Which of the following can “unmatch” prospects?

- * Automation Rules
- * Dynamic Lists
- * Segmentation Rules

NEW QUESTION 30

Rules, Form completion actions, and more.

What are 3 social posting connectors Pardot offers?

- * Twitter
- * Instagram
- * Facebook
- * LinkedIn
- * Snapchat

NEW QUESTION 31

Which Salesforce field type is unsupported for syncing with Pardot?

- * Lookup
- * Picklist
- * Number
- * Formula

NEW QUESTION 32

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?

- * Day 4
- * Day 3
- * Day 0
- * Day 5

NEW QUESTION 33

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

- * Pipeline dashboard
- * Engagement dashboard
- * Account-Based Marketing dashboard
- * Multi-Touch Attribution dashboard

NEW QUESTION 34

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

- * Form
- * Form Handler

NEW QUESTION 35

What is a difference between a dynamic list and a static list?

- * You cannot manually update list membership of a static list but you can manually update list membership of a dynamic list
- * You cannot manually update list membership of a dynamic list but you can manually update list membership of a static list
- * You can add an action to a dynamic list that will trigger when a prospect is added but you cannot add an action to trigger on a static list when a prospect is added
- * Dynamic lists are retroactive while a static list cannot be retroactive

NEW QUESTION 36

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

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

NEW QUESTION 37

The drip program "New Client Onboarding" is set to "Only send emails during business hours (10am - 4pm M-F)". The drip logic is outlined below: Start Step 1: Send email "Welcome"; Step 2: Pause 3 days. Step 3: Send email "Getting Started"; Step 4: Pause 7 days. Step 5: Send email "Tech Setup"; Step 6: Pause 7 days. Step 7: Send email "Complete Configuration"; End If a prospect starts the drip program on Wednesday, when will the email in Step 3: Send email "Getting Started" be received by the prospect?

- * The prospect will receive the email Monday.
- * The prospect will receive the email Friday.
- * The prospect will receive the email Tuesday.
- * The prospect will receive the email Saturday.

NEW QUESTION 38

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?

- * Copy the original Engagement Program
- * Change the wait time for the template
- * Delete the old sent email
- * Pause the Program

NEW QUESTION 39

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- * Send using the form's completion actions.
- * Send using a segmentation rule.
- * Send using an engagement program.
- * Use a dynamic list to use as a recipient list on an email send.