

Course 2023 PDX-101 Test Prep Training Practice Exam Download [Q134-Q155]



Course 2023 PDX-101 Test Prep Training Practice Exam Download PDX-101 Exam Info and Free Practice Test Professional Quiz Study Materials NEW QUESTION 134

Arrange the steps to Access a Prospect Record:

- * Select Prospect
- * Mouseover Prospects
- * Click Prospect List

NEW QUESTION 135

Which two actions can be taken once a Salesforce Opportunity syncs to Pardot? Choose 2 answers

- * Manually editing the Opportunity In Pardot
- * Referencing the Opportunity in automation rules
- * Viewing the Opportunity in Opportunity Reports
- * Manually deleting the Opportunity in Pardot

NEW QUESTION 136

An administrator wants to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out. If a prospect later opts back in, they should be added back to the list.

How should the list be created?

- * Use an automation rule to automatically add or remove prospects to the list if they submit the form, but aren't opted out.
- * Use a dynamic list to automatically add or remove prospects based on the form completion and their opt out status.
- * Use a completion action on the form to automatically add anyone who completes it to the list.
- * Use table actions to add prospects to the list if they've filled out the form, but haven't opted out from communications.

NEW QUESTION 137

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

(Choose three answers.)

- * %%description%%
- * %%name%%
- * %%title%%
- * %%form%%
- * %%content%%

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

NEW QUESTION 138

Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

- * Submitting a form on a landing page.
- * Matching an automation rule.
- * Viewing more than one web page.
- * Clicking on a tracked link in an email.

NEW QUESTION 139

LenoxSoft's Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren't being counted in the list email report.

Based on this link's format, why wouldn't it have been re-written for tracking?

- * The link should start with http or https to be automatically re-written.
- * The link should contain a wildcard to be automatically re-written.
- * The link should point to go.pardot.com to be automatically re-written.
- * The link should be populated with variable tags to be automatically re-written

NEW QUESTION 140

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

- * The prospect can match the criteria multiple times and the action runs each time.
- * The action can only run once per day on the prospect.
- * The prospect matches the criteria once, but the action runs multiple times.
- * The prospect matches the criteria once and the action runs once.

NEW QUESTION 141

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?

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

NEW QUESTION 142

What information cannot be displayed as a graph (line or bar) on the dashboard?

- * Prospects Created
- * Conversions
- * Opportunities Created
- * Opportunities Lost
- * All Prospects

NEW QUESTION 143

What is the best practice when users leave the company and have assigned prospects?

- * Reassign all prospects in the CRM
- * Review and modify any completion actions, automation rules, drip programs and dynamic lists that reference the user.
- * Delete the user from Pardot
- * All of the above
- * A & B

NEW QUESTION 144

The "Related" tab of the prospect record displays prospects that have what in common?

Choose one answer

- * Email Domain
- * Company
- * Assigned user
- * Score

NEW QUESTION 145

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 146

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

- * Change prospect field value: "Do Not Email"; to "Do Not Email"

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

NEW QUESTION 147

How can you delete a prospect?

- * Through a completion action.
- * Through an automation rule.
- * You can't delete prospects.
- * Through the prospect table actions.

When you delete a prospect, the record is moved to the recycle bin. From the recycle bin, you can restore the prospect or permanently delete the record at any time. Deleting a prospect in Pardot does not delete the record it's syncing with in Salesforce. You can delete a prospect in several ways.

NEW QUESTION 148

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

- * Automation rules
- * Site searches
- * Landing pages
- * Content files

NEW QUESTION 149

What does the Data.com connector allow you to do?

- * Sync all your prospects to Salesforce
- * Connect with your meeting software
- * Quickly jump into the Data.com results for a prospect or their company

NEW QUESTION 150

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

- * Submitting a form
- * Opening an email
- * Clicking a custom redirect
- * Unsubscribing from email

NEW QUESTION 151

What does the Google Analytics connector allow Pardot to do?

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

NEW QUESTION 152

Identify the paid search ad platforms for which Pardot has a native integration.

- * Google AdWords
- * Bing

- * Yahoo
- * All of the Above

NEW QUESTION 153

What would an Administrator use to send a single email to a list of prospects?

- * List email
- * Engagement program
- * Social message
- * Email template

NEW QUESTION 154

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 155

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

- * True
- * False

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