

## 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](http://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](http://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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