PDX-101^{Q&As}

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Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

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. reCAPTCHA

B. Kiosk/Data Entry Mode

C. Progressive Profiling

D. "Not you"? Link

Correct Answer: B

QUESTION 2

What is the process to add a prospect who visits a pricing page to a list?

A. Create a page action

B. Create a segmentation rule

C. Use a Tag

D. Create an automation rule

Correct Answer: A

QUESTION 3

An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?

A. Account Settings

B. Dashboard

C. Company\\'s DNS

D. CRM

Correct Answer: C

QUESTION 4

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

A. As many visitors that have engaged with the website from that company.

B. 1

C. 2

D. 3

Correct Answer: B

QUESTION 5

By default, which object is Salesforce is created when a new prospect is assigned in Pardot?

A. Lead

B. Opportunity

C. Content

D. Account

Correct Answer: A

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