PDX-101^{Q&As}

Essentials of Pardot Lightning App for Digital Marketers

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QUESTION 1

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. Bob\\'s prospect record will have a tag of "clicked" applied to it.

B. Bob\\'s prospect record will show him clicking on the link and filling out the form.

C. Kate\\'s prospect record will show her clicking on the link and filling out the form.

D. Kate\\'s prospect record will have a tag of "clicked" applied to it.

E. Bob\\'s visitor record will have a tag of "clicked" applied to it.

Correct Answer: BCD

QUESTION 2

Which two list types can be used as a suppression list on an email send? (Choose two answers.)

A. Static list

B. Dynamic list

C. Test list

D. Public list

Correct Answer: AB

QUESTION 3

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 the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.

C. When prospects are added to a static list.

D. When a profile is associated with the prospects.

Correct Answer: AB

QUESTION 4

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 5

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

A. Click the "Grant Pardot Access" link on the Pardot dashboard.

B. Email Pardot Support with a customized access link.

C. Hover over the person icon in Pardot and select "Grant Account Access."

D. Click "Grant Access" from the request email they receive.

Correct Answer: AC

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