



# PDX-101<sup>Q&As</sup>

Essentials of Pardot Lightning App for Digital Marketers

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### QUESTION 1

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

- A. Automation rules
- B. Site searches
- C. Landing pages
- D. Content files

Correct Answer: D

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### QUESTION 2

An Administrator wants to have a thank you email sent after the form on the "Request a Demo" landing page is submitted.

Where can this be configured to ensure that every time the landing page is completed, the email is sent?

- A. Configure an autoresponder email to send as a completion action when the "Request a Demo" landing page has been submitted.
- B. Configure an automation rule to send the email when "Request a Demo" form has been successfully completed.
- C. Configure a segmentation rule to send the email when "Request a Demo" landing page has been successfully completed.
- D. Configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted.

Correct Answer: D

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### QUESTION 3

If a form is added to a landing page, where will the submissions be reported?

- A. On the landing page
- B. On the form
- C. On the landing page's layout template
- D. On the form's layout template

Correct Answer: B

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### QUESTION 4



A visitor clicks on a custom redirect with an action of adding a tag. The visitor then fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list.

Which three things will happen to the prospect? (Choose three answers.)

- A. The prospect activities will show that the form was successfully completed.
- B. The prospect will be added to the list.
- C. The prospect activities will show that the custom redirect was clicked.
- D. The prospect will be tagged.
- E. The newly converted prospect will NOT be affected because it was their first submission.

Correct Answer: ABD

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#### QUESTION 5

What user role must a Pardot user have in order to verify the Salesforce connector?

- A. Sales manager
- B. Sales
- C. Marketing
- D. Administrator

Correct Answer: D

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