2023 Updated Verified PDX-101 dumps Q&As - 100% Pass Guaranteed [Q80-Q100

2023 Updated Verified PDX-101 dumps Q&As - 100% Pass Guaranteed Provide Valid Dumps To Help You Prepare For Essentials of Pardot Lightning App for Digital Marketers Exam NO.80 Which asset needs to be created first m order for a user to send a prospect a one-to-one email?

* Autoresponder
* Engagement studio program email
* Email template
* List email

NO.81 Which three variable tags can be used on layout templates for landing pages?

(Choose three answers.)

* %%description%%
* %%name%%
* %%tittle%%
* %%form%%
* %%content%%

NO.82 What does a marketing user have access to in Pardot?

* Can see users and groups
* Creating new lists, forms, landing pages and send list emails.

* Prospect management
* Can only import prospects
* None of the above

NO.83 What causes a sync from Salesforce to Pardot?
* Updating a formula field in Salesforce
* Updating a field on a Contact record that does not have an email address
* Opening a one to one email
* Making field changes to a Lead or Contact record

NO.84 When do prospects sync to your CRM?
* When the prospect fills out a form on a landing page
* When a prospect has been assigned to a user or queue.
* When the prospect has a lead score greater than 50
* When the prospect visits a landing page
* When a prospect is created manually in the Pardot database.

NO.85 What do spam complaints refer to in an email report?
* The number of prospects who clicked the unsubscribe link
* The number of prospects who replied to the email to ask to be removed
* The number of prospects who opted out via the email preference center
* The number of prospects who marked an email as spam

NO.86 A marketer has 4,000 total prospects in their account:

* 3,000 of which are opted in

* 500 of which are opted out

* 500 of which are in the Recycle Bin

What would be their Mailable Database usage?
* 3,000
* 2,500
* 4,000
* 3,500

NO.87 You want your Sales team to be able to send one-to-one emails in Pardot and no list emails. How can you do this?
* Set them up as a Marketing user and then control how many emails can be sent.
* You can’t send one-to-one emails out of Pardot.
* Set them up as a one-to-one email user only
* Set them up as a Sales user in Pardot
Sales Sales users only have access to prospect management functionality. Sales users can send one-to-one emails to prospects, but can’t send list emails. They can view, edit, and export the prospects assigned to them.

NO.88 What information can you access on the Prospect List?
* Prospect’s Name
* Prospect’s Email Address
* Prospect’s Title
* Prospect’s Company

* Prospect’s Grade
* Prospect’s Score
* Date of when prospect converted from a visitor
* Date of prospect’s last activity

NO.89 Arrange these events in sequence:

A . The visitor is now a prospect.

B . A visitor submits a conversion form

C . A cookie is applied

D . The prospect’s activity history is available to view in Pardot

E . Visitors access your company website
* E C B A D
* E B A D C
* C B A D E
* A D E C B

NO.90 How should a user understand how many prospects are currently waiting on a step in an engagement program?
* Download the report of the program.
* Click on the step to view its report card.
* Look at the tooltip above that step.
* Pause the program and edit the step.

NO.91 A user wants to increase a prospect’s score an additional five points every time a specific form is completed. The score increase should occur upon form submission.

What automation tool should be used to accomplish this?
* Engagement studio
* Completion action
* Custom redirect
* Segmentation rule

NO.92 Which two requirements must be met in order to have both e Lead end a Contact field sync with the same Pardot prospect field? Choose 2 answers
* The Lead and Contact fields must have the same API name.
* The Pardot field must be mapped to the Salesforce field.
* The Lead and Contact fields must have the same Salesforce field label.
* The Pardot field must be a drop-down field.

NO.93 Form or Form Handler? I want to integrate with a third-party system.
* Form
* Form Handler

NO.94 A client submits their Pardot form to test the form’s completion actions. After they submit the form, none of the completion actions are applied to their prospect record. What do you give as to why the actions did not occur?
* The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors.

* The 'email' form field was set up to exclude free email addresses, so even though they submitted the form successfully, the Gmail address they used prevented the completion actions from running.
* The client did not un-pause the completion actions.
* Kiosk mode was enabled on the form, so completion actions did not run.

NO.95 What is the baseline grade assigned to a prospect?
* C
* D
* B
* A

NO.96 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.)
* Bob's prospect record will have a tag of "clicked" applied to it.
* Bob's prospect record will show him clicking on the link and filling out the form.
* Kate's prospect record will show her clicking on the link and filling out the form.
* Kate's prospect record will have a tag of "clicked" applied to it.
* Bob's visitor record will have a tag of "clicked" applied to it.

NO.97 A Prospect is a Visitor who has submitted an email address through a form or landing page on your site.
* True
* False

NO.98 A client wants to submit data to Pardot as well as their own database. What do you recommend they use?
* A third party tool
* This is not possible
* Pardot API
* Data.com connector
* Pardot form handlers

NO.99 Where on a prospect record would you look to see if a prospect had registered for a webinar?
* Contents
* Insights
* Prospect Activities
* Custom Fields

NO.100 A marketing user wants to test two similar versions of an email to see which one performs better.

How should they run this test?
* Send one version to the list now, another to the same list later, and then compare the results to determine a winner based on clicks or opens.
* Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on event signups.
* Send the two versions to two different lists, and then compare the results to determine a winner based on clicks or opens.
* Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens.

The PDX-101 exam is a great opportunity for digital marketers to enhance their career prospects and gain recognition for their skills and knowledge in marketing automation. With this certification, you can demonstrate your expertise in Pardot Lightning App and stand out from other candidates when applying for digital marketing positions.

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