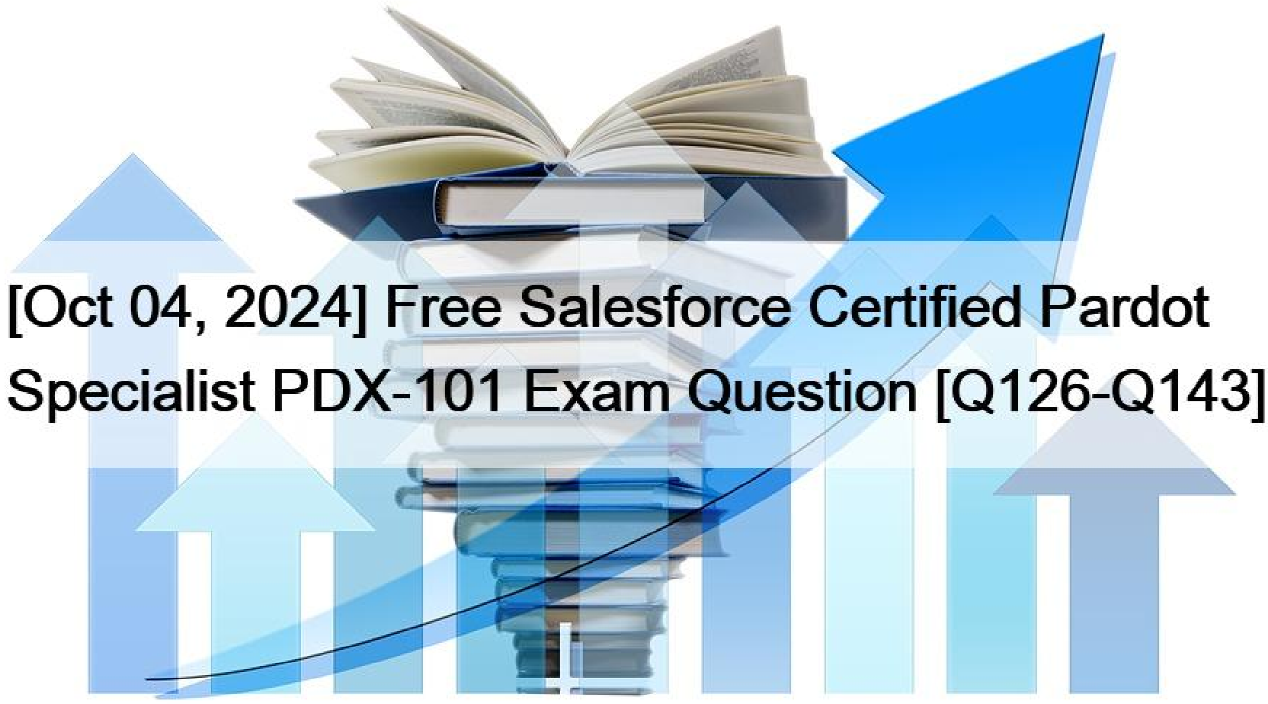
[Oct 04, 2024 Free Salesforce Certified Pardot Specialist PDX-101 Exam Question [Q126-Q143



[Oct 04, 2024] Free Salesforce Certified Pardot Specialist PDX-101 Exam Question
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QUESTION 126

Which adheres most closely to email sending best practices?
* When possible, send emails on Monday mornings in order to stay top of mind throughout the week.
* Establish a consistent, predictable cadence for your email communications.
* Send plain text only emails in order to increase engagement rates.
* Make sure that all emails have a high image-to-text ratio.

According to the Salesforce documentation, the option that adheres most closely to email sending best practices is: B) Establish a consistent, predictable cadence for your email communications. Email sending best practices are guidelines that help users to create and send effective and engaging emails to their prospects and customers. Email sending best practices can cover different aspects of email marketing, such as content, design, deliverability, and performance. One of the email sending best practices is to establish a consistent, predictable cadence for your email communications, meaning that you should send your emails at regular intervals and frequencies, and that you should align your email sends with your audience’s expectations and preferences. By establishing a consistent, predictable cadence for your email communications, you can build trust and loyalty with your subscribers, increase your open and click rates, and avoid spam complaints or unsubscribes. When possible, sending emails on Monday mornings in order to stay top of mind throughout the week, sending plain text only emails in order to increase engagement rates, or making sure that all emails have a high image-to-text ratio are not the options that adhere most closely to email sending best practices, as they are either ineffective, outdated, or detrimental options for email marketing. Reference: Salesforce documentation

QUESTION 127

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.

QUESTION 128

Why is a reCAPTCHA displayed when I did not choose to display it?
* At form submission Marketing Cloud Account Engagement pings a database of known spammers and when a match is found automatically displays a reCAPTCHA.
* At form submission Marketing Cloud Account Engagement pings a database of known prospects and when a match is found automatically displays a reCAPTCHA.
A reCAPTCHA is displayed when you did not choose to display it because Marketing Cloud Account Engagement pings a database of known spammers and when a match is found automatically displays a reCAPTCHA. This is a security measure that helps prevent spam bots from submitting your forms and creating fake prospects. You can also choose to always display a reCAPTCHA on your forms or form handlers, or to never display a reCAPTCHA on your forms.

QUESTION 129

Which two events allow for a prospect’s Pardot campaign to be set? (Choose two answers.)
* When new prospects are imported into Pardot via a .csv file.
* When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.
* When prospects are added to a static list.
* When a profile is associated with the prospects.

QUESTION 130

A marketing manager sent an email template last week to their “Hot Prospects” list, which is populated dynamically based on the prospects’ scores. They want to send the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again.

How should they accomplish this?
* Create a new dynamic list using the criteria “Prospect email template”, the template name, and “was not received” and then use it as the recipient list when sending the email template.
* Send the email template to the “Hot Prospects” list, but select the “deduplicate” option to remove recipients that already received the email last week.
* Create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email

template to the “Hot Prospects” list.
* Send the email template to the “Hot Prospects” list like last time; the prospects that received it before will be automatically suppressed from receiving the same email template.
The best way to accomplish the goal of sending the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again, is to create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the “Hot Prospects” list . This way, the prospects who already received the email will be excluded from the recipient list, and only the new prospects who match the dynamic criteria will receive the email. Creating a new dynamic list using the criteria “Prospect email template”, the template name, and “was not received” (A) is not a valid option, as there is no such criteria available for dynamic lists. Sending the email template to the “Hot Prospects” list, but selecting the “deduplicate” option (B) is not a valid option, as the deduplicate option only removes duplicate prospects within the same list, not across different lists. Sending the email template to the “Hot Prospects” list like last time (D) is not a valid option, as the prospects that received it before will not be automatically suppressed from receiving the same email template, unless the email template has the option “Do not send to prospects who have already received this email” enabled. Reference: Create a Dynamic List, Send a List Email

QUESTION 131

Completion actions only affect prospects not visitors?
* True
* False
Completion actions are actions that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. Completion actions only affect prospects, not visitors, because visitors are anonymous and have not been identified by Marketing Cloud Account Engagement yet

QUESTION 132

Which three actions can be taken in an engagement studio program?

Choose 3 answers
* Add prospect to list
* Reassign prospect
* Send email to prospect
* Notify a user
* Remove prospect from dynamic list
An engagement studio program is a tool that allows the Marketing Manager to create and automate a series of steps that guide prospects through a marketing journey. An engagement studio program consists of three types of elements: actions, triggers, and rules. An action is something that the program does to or for the prospect, such as sending an email, adding them to a list, or notifying a user. A trigger is something that the program checks for or waits for the prospect to do, such as opening an email, clicking a link, or submitting a form. A rule is something that the program evaluates about the prospect, such as their score, grade, or field value8 Among the possible actions that can be taken in an engagement studio program, three of them are:

Add prospect to list. This action adds the prospect to a specified list in Account Engagement. This action is useful for segmenting prospects based on their engagement or moving them to a different list for further marketing8 Send email to prospect. This action sends an email to the prospect using an Account Engagement email template. This action is useful for delivering relevant and personalized content to the prospect based on their stage in the journey8 Notify a user. This action sends an email notification to a specified user or user group in Account Engagement or Salesforce. This action is useful for alerting the sales team or other stakeholders about the prospect’s engagement or readiness

QUESTION 133

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales raps. Some of these prospects are syncing with Leads In Salesforce, and some are syncing with Contacts. Each prospect should receive the email from their prospects assigned rep.

How should the Marketing Manager accomplish this?
* Select General User for the Sender of the email
* Select Assigned User for the Sender of the email
* Select Account Owner for the Sender of the email
* Select Specified User for the Sender of the email

QUESTION 134

Which Salesforce field type is unsupported for syncing with Pardot?
* Lookup
* Picklist
* Number
* Formula

QUESTION 135

How can a visitor convert to a prospect?
* Viewing an embedded form
* Visiting a tracked website
* Submitting a form on a landing page
* Receiving a marketing email

QUESTION 136

Which Pardot feature should be used to track prospect access to a file hosted outside of Pardot?
* Page action
* Landing Page
* Custom redirect
* Engagement program
When tracking access to files hosted outside of Pardot, the best feature to use is a Custom redirect. This tool allows Pardot users to create trackable URLs which can then be used to direct prospects to external files. The interactions with these URLs are tracked, capturing data whenever a prospect accesses the link. This enables marketers to gather analytics on file access even when the content itself is not hosted within Pardot, providing valuable insights into prospect engagement with external resources.

QUESTION 137

What does Marketing Cloud Account Engagement set on visitors’ browsers to track their activities?
* UTM Parameters
* Tracking Pixels
* Cookies
* Google Analytics Tracking Code
Marketing Cloud Account Engagement sets cookies on visitors’ browsers to track their activities. Cookies are small bits of text that a website leaves with the browser so the website can remember who the visitor is. Cookies are the most common method used to identify users online and provide a personalized browsing experience. Marketing Cloud Account Engagement uses cookies to track visitor behavior on the website, such as pages visited, forms submitted, or files downloaded. Marketing Cloud Account Engagement also uses cookies to associate visitors with prospects once they fill out a form or click on a tracked link in an email.

Option A is not correct because UTM parameters are not set by Marketing Cloud Account Engagement, but by the marketer who creates the URL with query strings that indicate the source, medium, campaign, and other information of the traffic. Option B is not correct because tracking pixels are not set by Marketing Cloud Account Engagement, but by the email client that renders the email with a hidden image that sends a request to Marketing Cloud Account Engagement’s server and records the open event. Option D is not correct because Google Analytics tracking code is not set by Marketing Cloud Account Engagement, but by the website owner who embeds the code on the website to collect and analyze web traffic data. Reference: The Ultimate Marketing Cloud Account Engagement Admin Guide to Web Tracking Cookies – The Spot, How to Run an A/B Test in Marketing Cloud Account Engagement: A Step by Step Guide (2022), The Basics of A/B Testing in Marketing Cloud Account Engagement – The Spot

QUESTION 138

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales raps. Some of these prospects are syncing with Leads In Salesforce, and some are syncing with Contacts. Each prospect should receive the email from their prospects assigned rep.

How should the Marketing Manager accomplish this?
* Select General User for the Sender of the email
* Select Assigned User for the Sender of the email
* Select Account Owner for the Sender of the email
* Select Specified User for the Sender of the email

According to the [Salesforce documentation], the best way to accomplish the scenario of sending out an email to a list of prospects that are assigned to several different sales reps, and having each prospect receive the email from their assigned rep, is to select Assigned User for the Sender of the email. This option will use the email address and name of the user who is assigned to the prospect in Salesforce or Marketing Cloud Account Engagement as the sender of the email. This way, the email will appear more personalized and relevant to the prospect, and will increase the chances of engagement and response. Selecting General User, Account Owner, or Specified User will not achieve the same result, as they will use a generic, fixed, or predefined sender for the email, regardless of the prospect’s assigned user. Reference: [Salesforce documentation]

QUESTION 139

LenoxSoft needs their form to post directly to a third-party platform as well as Pardot upon submission.

Which Pardot tool should they use?
* Dynamic Content
* Form Handler
* Custom Redirect
* Pardot Form

QUESTION 140

LenoxSoft wants to provide a list of their products on their “Contact Us” form and ask prospects to select only one product they are most interested in.

Which field type should they leverage?
* Multi-Select
* Checkbox
* Dropdown
* TextArea

If LenoxSoft wants to provide a list of their products on their “Contact Us” form and ask prospects to select only one product they are most interested in, they should leverage the dropdown field type. A dropdown field is a single-select field that allows the prospect to choose one option from a predefined list. A dropdown field can be used to capture information such as product interest, industry, or country. A dropdown field can also be used as a controlling field for dependent fields5. Reference: Marketing Cloud Account Engagement Form Field Types

QUESTION 141

A marketing user wants prospects to be added to a list when they click on a link in a list email. Where would this action be added in order to add the prospect to the specific list?
* On the ‘Sending’ tab of the email template
* On the Testing’ tab of the email template
* On the Testing’ tab of the list email
* On the ‘Sending’ tab of the 1st email

QUESTION 142

By default (using business accounts) Pardot creates new records as:
* Leads
* Contacts

QUESTION 143

A Pardot administrator would like to enable bot protection on their forms.

Which two Pardot form actions would accomplish this?

Choose 2 answers
* Enable HTTPS
* Honeypot Technique
* Dependent Fields
* reCaptcha

Salesforce PDX-101 Actual Questions and Braindumps:
https://www.examslabs.com/Salesforce/Salesforce-Certified-Pardot-Specialist/best-PDX-101-exam-dumps.html]