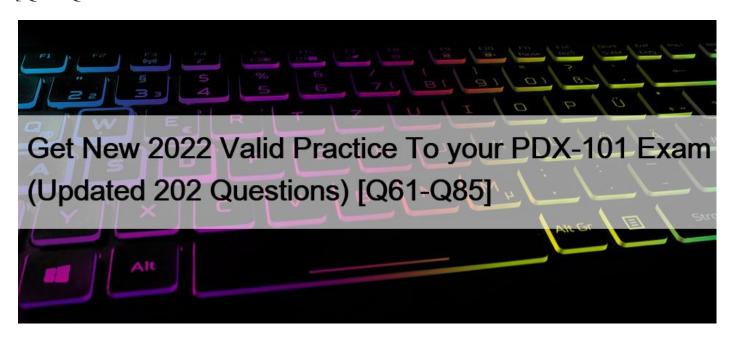# Get New 2022 Valid Practice To your PDX-101 Exam (Updated 202 Questions) [Q61-Q85

Get New 2022 Valid Practice To your PDX-101 Exam (Updated 202 Questions)
Salesforce Certified Pardot Specialist PDX-101 Exam Practice Test Questions Dumps Bundle!

Salesforce PDX-101 Exam Syllabus Topics:

TopicDetailsTopic 1- Choosing an Automation Tool- Building an Engagement Program- HML and Advanced Dynamic Content Topic 2- Email Marketing, Templates,Reports-   Lead QualificationTopic 3- Personalization and Email Marketing- Segmentation Rules- Users and User GroupsTopic 4- Enabling the Pardot Lightning App in Salesforce- Additional Course Resources

NO.61 What is the baseline grade assigned to a prospect?

* C
* D
* B
* A

NO.62 How can you set a prospect’s first touch campaign?

* Using automation rules.
* Using completion actions
* None of the above
* Using segmentation rules.

NO.63 Which is NOT a way to assign a custom role to a user?

* Edit an existing Default Role, and it will automatically convert to a Custom Role.
* Assign new users to a previously created Custom Roles during the import process.

* Add a batch of existing users to a Custom Role using table actions
* Add a user to a Custom Role directly from their User Record.

NO.64 Which type of email send can a completion action be added to?
* Email template
* Autoresponder
* Engagement Program email
* List email send

NO.65 What is required for a record in salesforce to be synced or created as a prospect record in Pardot?
* Name
* Company
* Phone
* Email address

NO.66 What are the benefits of warming up an IP address?
* Increase Deliverability
* Avoid IP Blacklisting
* IPs don’t work well when cold
* Build up email reputation

NO.67 LenoxSoft conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened.

What three data points can be found in the prospect’s Audits tab to help determine what updates were made?

Choose 3 answers
* The Lifecycle Report filtered by timeframe
* The prospect fields that were updated
* The amount of time the prospect spent viewing the website
* The lists that that prospect was added to or removed from
* The data and time when a prospect was assigned

NO.68 By default Pardot will sync with what types of accounts in Salesforce?
* Contact Accounts
* Lead Accounts
* Persons Accounts

NO.69 LenoxSoft’s Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren’t being counted in the list email report.

Based on this link’s format, why wouldn’t it have been re-written for tracking?
* The link should start with http or https to be automatically re-written.
* The link should contain a wildcard to be automatically re-written.
* The link should point to go.pardot com to be automatically re-written.
* The link should be populated with variable tags to be automatically re-written

NO.70 Which Salesforce field type is unsupported for syncing with Pardot?
* Lookup
* Picklist

* Number
* Formula

NO.71 How can an interested lead that comes to Lenoxsoft’s website and fills out the Contact Us form receive a follow-up email each time he or she submits?
* Send using the form’s completion actions.
* Send using a segmentation rule.
* Send using an engagement program.
* Use a dynamic list to use as a recipient list on an email send.

NO.72 What are 3 webinar connectors Pardot offers?
* WebEx
* Adobe Connect
* ReadyTalk
* GoTo Webinar
* AnyMeeting

NO.73 You can set up Pardot yourself to sync with Person Accounts.
* True
* False (you need to contact Pardot support to enable this functionality)

NO.74 When prospects register via a Pardot form, they will still receive GoToWebinar’s reminder and registration emails.
* True
* False
https://help.salesforce.com/articleView?id=pardot_connectors_gotowebinar_considerations.htm&type=5

NO.75 An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn’t be able to get added back to it.

What is a recommended way to create this type of list?
* Use a completion action on the form to automatically add anyone who completes it to the list.
* Use a dynamic list that matches prospects as they complete the form.
* Use an automation rule where prospects who complete the form will match the rule once and be added to the list.
* Use table actions to add prospects who have completed the form to the list.

NO.76 What does the gear icon on the prospect list allow you to do?
* Copy
* Assign
* Delete
* Edit

NO.77 Creating or marking an opportunity as lost will result in the change of a prospect’s score
* True
* False

NO.78 On which two types of domains does Pardot set cookies? (Choose two answers.)
* Pardot domains
* Tracker domains
* Mobile domains

* Social media domains
https://help.salesforce.com/articleView?id=pardot_basics_cookies.htm&type=5

NO.79 An Administrator imported a list of trade show attendees and added them all to the same Pardot campaign. A few months later, the Administrator wants to pull a one-time list of these attendees. How should this be accomplished?
* Run a segmentation rule based on the Pardot campaign.
* Look for the original list based on the Pardot campaign.
* Run a dynamic list based on the Pardot campaign.
* Run an automation rule based on the Pardot campaign.

NO.80 LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Pardot marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer
* Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
* Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
* Create a segmentation list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects.
* Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Schedule a list email that includes a promotional offer to autosend every Friday going forward to re-engage prospects

NO.81 Form or Form Handler? I want to integrate with a third-party system.
* Form
* Form Handler

NO.82 What editions of Salesforce can sync with Pardot?
* Enterprise Edition and lower
* Standard Edition and higher
* Professional Edition and higher

NO.83 Which two activities can automatically increase a prospects score using the default scoring model? Choose 2 answers
* A prospect being converted from a Lead to a Contact
* A prospect sending an email to their assigned user
* A prospect clicking on a tracked link in an email
* A prospect submitting a form on a landing page

NO.84 What are two benefits of the engagement studio tasting experience?

Choose 2 answers
* Evaluating email template options for the program
* Visualizing a prospect’s possible paths
* Understanding the timeline of the program
* Measuring a specific step’s performance

NO.85 Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.
* The Grade as it includes personal information about the prospect.

* The Profile as It reflects LenoxSoft’s ideal customer.
* The Campaign as it references the prospect’s first touch point.
* The Score as it shows activities taken by the prospect.

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