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Question 1

Question Type: MultipleChoice

The drip program 'New Client Onboarding' is set to 'Only send emails during business hours (10am - 4pm M-F).' The drip logic is outlined below: Step 1: Send email 'Welcome.' Step 2: Pause 3 days. Step 3: Send email 'Getting Started.' Step 4: Pause 7 days. Step 5: Send email 'Tech Setup.' Step 6: Pause 7 days. Step 7: Send email 'Complete Configuration.' End If a prospect starts the drip program on Wednesday, when will the email in Step 3: Send email 'Getting Started' be received by the prospect?

Options:

- A) The prospect will receive the email Monday.
- B) The prospect will receive the email Friday.
- C) The prospect will receive the email Tuesday.
- D) The prospect will receive the email Saturday.

Answer:

A

Question 2

Question Type: MultipleChoice

A designer wants to apply LenoxSoft's styling to assets in Pardot. Which two assets can they control CSS styling for In Pardot'

Choose 2 answers

Options:

- A) Landing pages
- B) Form handlers
- C) Forms
- D) Social posts

Answer:

A, C

Question 3

Question Type: MultipleChoice

A marketing user wants to send an email template to a prospect list, but the specific email template isn't available to choose when sending a new list email.

How should the user resolve this issue?

Options:

- A) Edit the list to be available for 'Email Sending'
- B) Edit the email template to make it available for 'List Emails'
- C) Edit the list to be available for 'Email Templates'
- D) Edit the email template and choose the appropriate list

Answer:

B

Question 4

Question Type: MultipleChoice

The 'related' tab of the prospect record displays prospects that have what in common?

Choose one answer

Options:

- A) Email Domain
- B) Company
- C) Assigned user
- D) Score

Answer:

D

Question 5

Question Type: MultipleChoice

Arrange the steps to Access a Prospect Record:

- A . Select Prospect
- B . Mouseover Prospects

C . Click Prospect List

Options:

A) A B C

B) A C B

C) B C A

D) C A B

Answer:

C

Question 6

Question Type: MultipleChoice

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

Options:

A) E C B A D

B) E B A D C

C) C B A D E

D) A D E C B

Answer:

A

Question 7

Question Type: MultipleChoice

How can you ensure your email doesn't get stuck in spam?

Options:

- A) Create clear calls-to-action
- B) Create mobile-friendly version of the email
- C) Create a text version of the email
- D) Remove the unsubscribe from the email
- E) Add domain keys and SPF

Answer:

C

Explanation:

- create a text version
- avoid spammy words in the email copy
- Check image to text ratio
- Add domain keys and SPF

Question 8

Question Type: MultipleChoice

The "New Customers" engagement program has the "Customers" recipient list and the "Partners" suppression list added in the program's setup.

If a prospect is on both lists, what should an Administrator expect to happen?

Options:

- A) The prospect will get none of the emails, but the actions will still trigger.
- B) The prospect will get none of the emails.
- C) The prospect will get all of the emails once.
- D) The prospect will get all of the emails twice.

Answer:

B

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