



**Free Questions for PDX-101 by certsinside**

**Shared by Day on 15-04-2024**

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## Question 1

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**Question Type:** MultipleChoice

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What information is required when creating a prospect manually?

### Options:

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- A- Campaign, Company, Email, Score
- B- Account, Email, Profile, Score
- C- Campaign, Email, Full Name, Profile
- D- Campaign, Email, Profile, Score

### Answer:

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D

## Question 2

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**Question Type:** MultipleChoice

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Viewing your pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited your pricing page. What automation tool would best achieve this?

**Options:**

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- A- Create a special campaign to track pricing pageviews
- B- Create a Page Action set to Tag prospects as having viewed it and add them to a list
- C- Create a Form with a Completion Action to send a pricing sheet
- D- Create a Dynamic List based on page view to segment automatically

**Answer:**

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B

## Question 3

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**Question Type: MultipleChoice**

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Which Pardot function should be used to track prospect engagement on a banner ad on a third-party site?

**Options:**

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- A- Page action
- B- Custom redirect
- C- Campaign tracking code
- D- Landing page

**Answer:**

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B

## Question 4

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**Question Type: MultipleChoice**

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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?

**Options:**

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- 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.

**Answer:**

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D

## Question 5

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**Question Type:** MultipleChoice

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What must you do in Salesforce to map a Pardot prospect custom field to a Salesforce field? Choose 2 answers

**Options:**

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- A- Adjust the lead settings in Salesforce.
- B- Add a new lead record type in Salesforce.
- C- Add a new custom contact field in Salesforce.

**D-** Add a new custom lead field in Salesforce.

**Answer:**

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C, D

## Question 6

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**Question Type: MultipleChoice**

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

**Options:**

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**A-** Sales manager

**B-** Sales

**C-** Marketing

**D-** Administrator

**Answer:**

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D

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