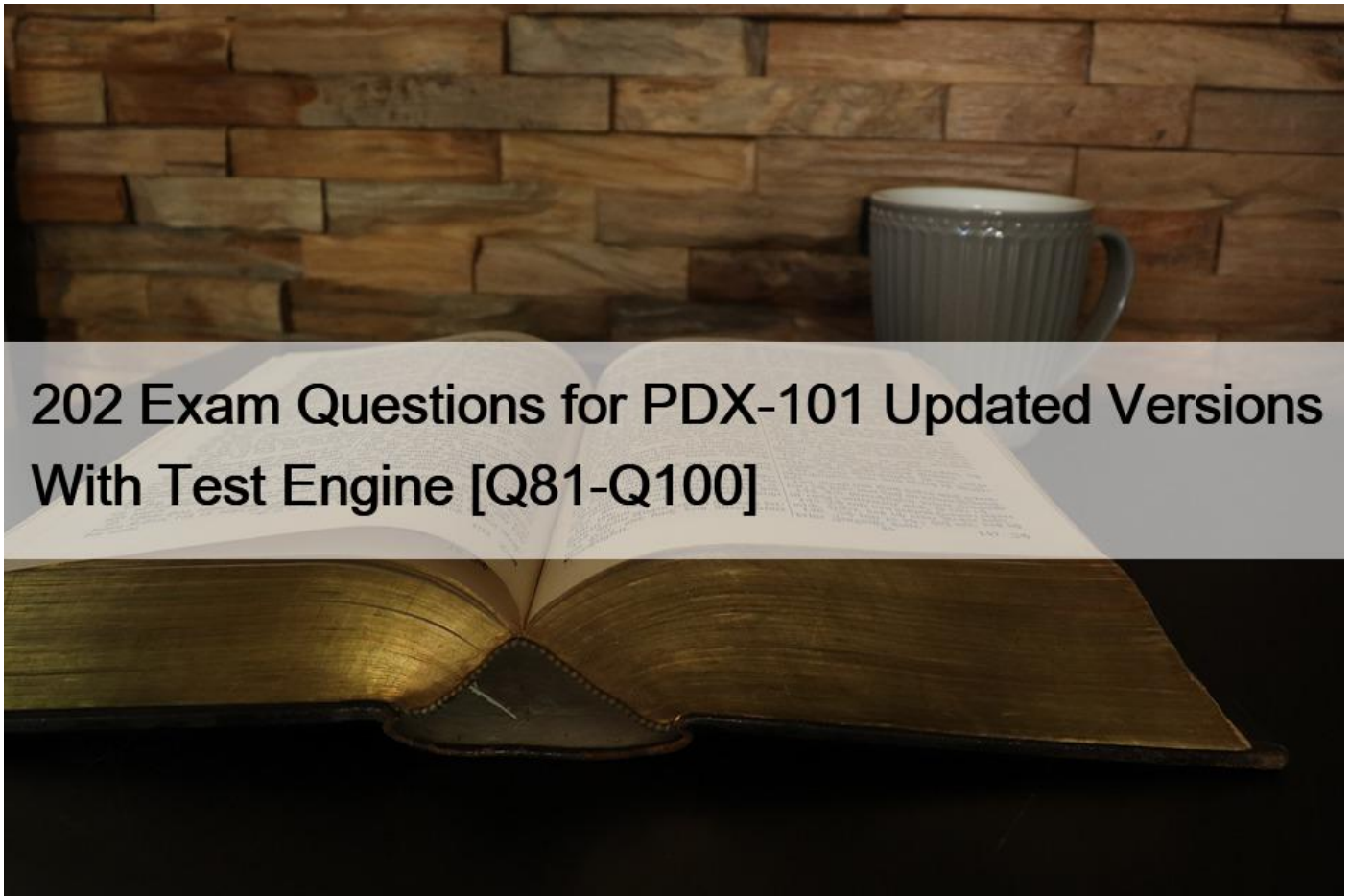


202 Exam Questions for PDX-101 Updated Versions With Test Engine [Q81-Q100]



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Salesforce PDX-101 Exam Syllabus Topics:

TopicDetailsTopic 1- Personalization and Email Marketing- Segmentation Rules- Users and User GroupsTopic 2- Forms and Landing Page Reports- Forms and Landing Pages- Pardot DashboardTopic 3- Pardot Salesforce Relationship- Engagement Program Reports- Salesforce CampaignsTopic 4- Salesforce Integration- Learner Expectations- Course Case StudyTopic 5- Enabling the Pardot Lightning App in Salesforce- Additional Course ResourcesTopic 6- Email Marketing, Templates,Reports- Lead QualificationTopic 7- Choosing an Automation Tool- Building an Engagement Program- HML and Advanced Dynamic Content

NO.81 On Tuesday, a marketing user scheduled a list email to be sent this Friday, but their manager wants the email to go out tomorrow Instead. What Is the recommended way to change the scheduled sand data for the email.

- * Edit the scheduled email. select Wednesday for the new data, and save it
- * Edit the engagement studio program, select Wednesday for the new data, and save

- * Delete the engagement studio program and create a new program that is scheduled for Wednesday.
- * Delete the scheduled email and create a new email that is scheduled for Wednesday.

NO.82 What causes a sync from Salesforce to Pardot?

- * Updating a formula field in Salesforce
- * Updating the record's assigned owner
- * Prospect opens one to one email
- * Updating a field on a contact record that does not have an email address

NO.83 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.84 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.85 A custom Prospect field in Pardot must have what mapped to it in order to sync with Salesforce?

- * A Salesforce field name
- * A dropdown list
- * A field ID
- * A text type field

NO.86 When looking at a landing page report in Pardot, what does unique submissions represent?

- * The number of times that an anonymous visitor successfully completed a form on the landing page and therefore converted to a prospect.
- * The total number of times a form on the landing page has been successfully completed.
- * The number of individual prospects who viewed the landing page at least once.
- * The number of individual prospects who submitted the landing page at least once.

NO.87 Which two requirements must be met in order to have both a Lead and 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.88 How can you ensure your email doesn't get stuck in spam?

- * Create clear calls-to-action
- * Create mobile-friendly version of the email
- * Create a text version of the email
- * Remove the unsubscribe from the email
- * Add domain keys and SPF
- * create a text version

– avoid spammy words in the email copy

– Check image to text ratio

– Add domain keys and SPF

NO.89 The Pardot prospect audit capabilities can list all the data that was obtained by Pardot and how the data changes as the prospect interact with your emails, website, and CRM sync.

- * True
- * False

NO.90 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.91 What does the Data.com connector allow you to do?

- * Sync all your prospects to Salesforce
- * Connect with your meeting software
- * Quickly jump into the Data.com results for a prospect or their company

NO.92 A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales reps. 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

NO.93 What could cause standard sync actions from occurring?

- * A large sync queue
- * Connector is not verified or has become unverified
- * Salesforce API limit has been reached
- * All of the above

NO.94 Form or Form Handler? I need to be able to edit and change my form directly.

- * Form
- * Form Handler

NO.95 Which three variable tags can be used on layout templates for landing pages?

(Choose three answers.)

- * %%description%%
- * %%name%%
- * %%title%%
- * %%form%%
- * %%content%%

NO.96 If Salesforce has a custom field of the same name on Leads & Contacts where does Pardot pull the field name from?

- * Lead field
- * Contact field

NO.97 What is the difference between a dynamic list and a static list?

- * Dynamic list membership CANNOT be manually updated but static list membership can be manually updated.
- * Dynamic lists are retroactive while static lists CANNOT be retroactive.
- * Dynamic list membership can be manually updated but static list membership CANNOT be manually updated.
- * An action can be added to a dynamic list that will trigger when a prospect is added but an action CANNOT be added to a static list to trigger when a prospect is added.

NO.98 Which Salesforce custom fields will sync with Pardot?

- * Custom Record Type fields
- * Custom Prospect fields
- * Custom Account fields
- * Custom Opportunity fields

NO.99 Which of the following can “unmatch” prospects?

- * Automation Rules
- * Dynamic Lists
- * Segmentation Rules

NO.100 What are 3 webinar connectors Pardot offers?

- * WebEx
- * Adobe Connect
- * ReadyTalk
- * GoTo Webinar
- * AnyMeeting

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