

# **Salesforce**

## **PDX-101 Exam**

**Drive Sales with the Pardot Lightning App**

**Questions & Answers**

**Demo**

# Version: 15.1

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**Question: 1**

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A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.

If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

- A. Day 4
- B. Day 3
- C. Day 0
- D. Day 5

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**Answer: B**

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Explanation:

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**Question: 2**

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What type of Information do rule step types look for in engagement studio programs?

- A. Prospect Interest
- B. Prospect behavior
- C. Prospect activity
- D. Prospect criteria

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**Answer: D**

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Explanation:

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**Question: 3**

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What is the difference between a visitor and a prospect?

- A. A prospect has an identified email address, while a visitor does not have an identified email address.
- B. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.
- C. A prospect has submitted a Pardot form, while a visitor has not submitted a Pardot form.
- D. A prospect has an assigned user, while a visitor does not have an assigned user.

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**Answer: A**

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Explanation:

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**Question: 4**

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Which standard dashboard shows the total submission across all Pardot landing pages in B2B Marketing Analytics?

- A. Pipeline dashboard
- B. Engagement dashboard
- C. Account-Based Marketing dashboard
- D. Multi-Touch Attribution dashboard

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**Answer: B**

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Explanation:

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**Question: 5**

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Lenoxsoft is interested in folding up with IT professional that are actively engage with their marketing materials.

- A. The Grade as it includes personal information about the prospect.
- B. The Profile as It reflects LenoxSoft's ideal customer.
- C. The Campaign as it references the prospect's first touch point.
- D. The Score as it shows activities taken by the prospect.

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**Answer: D**

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Explanation:

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