

# PDT-101<sup>Q&As</sup>

Essentials of Pardot for Digital Marketers

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### QUESTION 1

What must happen in order for a newly created lead record in Salesforce to be created in Pardot immediately? (Choose two answers.)

- A. Salesforce connector has sync all setting turned on
- B. Lead record has a prospect ID at the time of creation
- C. Lead record has an email address at the time of creation
- D. Salesforce connector set to automatically create prospects

Correct Answer: AD

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### QUESTION 2

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?

- 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.

Correct Answer: D

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### QUESTION 3

What does the Google Analytics connector allow Pardot to do?

- A. Sync prospects with Google AdWords.
- B. Send emails to prospects from Gmail.
- C. Update the conversion field in Google Analytics.
- D. Append UTM parameters to a prospect record.

Correct Answer: D

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#### QUESTION 4

An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?

- A. Account Settings
- B. Dashboard
- C. Company's DNS
- D. CRM

Correct Answer: C

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#### QUESTION 5

Which two events trigger a prospect record to sync from Pardot to Salesforce? (Choose two answers.)

- A. Landing page submission.
- B. Form submission.
- C. Mapping new custom fields.
- D. Opening an email.

Correct Answer: BC

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#### QUESTION 6

Which two events allow for a prospect's Pardot campaign to be set? (Choose two answers.)

- A. When new prospects are imported into Pardot via a .csv file.
- B. When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.
- C. When prospects are added to a static list.
- D. When a profile is associated with the prospects.

Correct Answer: AB

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#### QUESTION 7

What would an Administrator use to send a single email to a list of prospects?

- A. List email

- B. Engagement program
- C. Social message
- D. Email template

Correct Answer: D

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#### QUESTION 8

What are two components of a dynamic list? (Choose two answers.)

- A. Only adds prospects to the list the first time it runs.
- B. Automatically updates list membership based on criteria.
- C. Can add an action to the dynamic list that triggers when a new prospect is added.
- D. Can be split into multiple static lists.

Correct Answer: BD

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#### QUESTION 9

How many visitors per identified company will be displayed in the Identified Companies table on the dashboard?

- A. As many visitors that have engaged with the website from that company.
- B. 1
- C. 2
- D. 3

Correct Answer: B

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#### QUESTION 10

Which Salesforce field type is unsupported for syncing with Pardot?

- A. Lookup
- B. Picklist
- C. Number
- D. Formula

Correct Answer: A

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#### QUESTION 11

Which two actions can be used to change a prospect's Pardot campaign? (Choose two answers.)

- A. Create an automation rule to change Pardot campaign for prospects meeting certain criteria.
- B. Add the prospect to a static list.
- C. Create a segmentation rule to change the Pardot campaign for prospects meeting certain criteria.
- D. Manually change the prospect's Pardot campaign when editing the prospect record.

Correct Answer: AD

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#### QUESTION 12

Which three activities can increase or decrease a score in the baseline scoring system? (Choose three answers.)

- A. Landing page error
- B. Unsubscribed from email
- C. Assigned to a user
- D. Webinar attended
- E. Form submission

Correct Answer: ADE

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#### QUESTION 13

In order for the Salesforce connector to verify, what does the connector user need to enter?

- A. The Administrator's Pardot credential
- B. The Administrator's Salesforce credential
- C. The connector user's Salesforce credential
- D. The connector user's Pardot credential

Correct Answer: C

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#### QUESTION 14

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

- A. Create a special campaign to track pricing page views.

- B. Create a Page Action set to Tag prospects as having viewing 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.

Correct Answer: B

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#### QUESTION 15

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?

- A. Send using the form's completion actions.
- B. Send using a segmentation rule.
- C. Send using an engagement program.
- D. Use a dynamic list to use as a recipient list on an email send.

Correct Answer: A

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