

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

Essentials of Pardot for Digital Marketers

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**QUESTION 1**

A user needs to change which form is used in a running engagement program. What is the first step the user must take in order to make this change?

- A. Name the new version of the program
- B. Pause the program
- C. Delete the old form
- D. Edit the program

Correct Answer: B

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**QUESTION 2**

In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record? (Choose two answers.)

- A. Shared Contact or Lead ID
- B. Shared Assigned User ID
- C. Shared email address
- D. Shared tracking pixel

Correct Answer: AC

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**QUESTION 3**

A form is created to automatically register prospects to a webinar upon submission.

Which automation tool should be used to accomplish this?

- A. Adding a completion action to register prospects on the form.
- B. Creating a segmentation rule to register prospects based on the form submission.
- C. Creating an automation rule to register prospects based on the form submission.
- D. Adding a form completion action as criteria for a dynamic list to be used as a recipient list.

Correct Answer: C

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**QUESTION 4**

A company wants to send emails from a new domain.

Where should an Admin navigate to in Pardot to add the new domain?

- A. Marketing | System Emails
- B. Marketing | Email Sending Domains
- C. Admin | Security
- D. Admin | Domain Management

Correct Answer: D

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**QUESTION 5**

Which three activities can be used to trigger an increase or decrease in a prospect's score? (Choose three answers.)

- A. Unsubscribing from an email
- B. Printing an email
- C. Clicking a link in an email
- D. Opening an email
- E. Forwarding an email

Correct Answer: ACD

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