

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

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**QUESTION 1**

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 2**

What does scoring measure?

- A. Personal information about a prospect
- B. Time spent on website by a prospect
- C. Activities performed by a prospect
- D. Time spent on a website by a prospect and explicit information about the prospect

Correct Answer: C

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**QUESTION 3**

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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**QUESTION 4**

If a form is added to a landing page, where will the submissions be reported?

- A. On the landing page
- B. On the form
- C. On the landing page's layout template
- D. On the form's layout template

Correct Answer: B

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#### QUESTION 5

What is the function of the Monthly Cohort Report?

- A. To show graphically all prospects and opportunities created within the time period designated.
- B. To show how many prospects have been created based on the most popular campaigns.
- C. To show how many prospects have been sent to Salesforce within the time period designated.
- D. To show how many opportunities are linked with prospects.

Correct Answer: A

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