

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

Essentials of Pardot for Digital Marketers

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**QUESTION 1**

How does an Administrator grant a Pardot employee access to their account?

- A. By calling Pardot Support.
- B. By emailing Pardot Support.
- C. By contacting Pardot Success Specialist
- D. By hovering over the person icon and selecting Grant Account Access.

Correct Answer: D

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**QUESTION 2**

A Marketing Manager meets a new customer at an event. How can they create that new customer as a prospect in Pardot?

- A. Create a new lead in Salesforce without an email address.
- B. Add the prospect's first name and last name to a CSV file and import that into Pardot.
- C. Take a picture of their business card and upload it into Pardot.
- D. Have the prospect submit a form with their name and email address.

Correct Answer: CD

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**QUESTION 3**

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 4**

What user role must a Pardot user have in order to verify the Salesforce connector?

- A. Sales manager

- B. Sales
- C. Marketing
- D. Administrator

Correct Answer: D

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**QUESTION 5**

There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?

- A. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Correct Answer: A

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**QUESTION 6**

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 7**

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 8**

Which two Facebook accounts can be posted to using the Pardot Facebook connector? (Choose two answers.)

A. Video Pages

B. Linked Instagram Pages

C. Company Pages

D. Personal Pages

Correct Answer: CD

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**QUESTION 9**

An Administrator imported a list of trade show attendees and added them all to the same Pardot campaign. A few months later, the Administrator wants to pull a one-time list of these attendees. How should this be accomplished?

A. Run a segmentation rule based on the Pardot campaign.

B. Look for the original list based on the Pardot campaign.

C. Run a dynamic list based on the Pardot campaign.

D. Run an automation rule based on the Pardot campaign.

Correct Answer: A

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**QUESTION 10**

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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**QUESTION 11**

How is an active visitor different from an identified visitor?

- A. An active visitor is identified by Pardot after visiting a web page.
- B. An active visitor is identified by Pardot after visiting a web page and are NOT ISPs.
- C. An active visitor visited two or more pages regardless of identification.
- D. An active visitor visited two or more pages and have been identified.

Correct Answer: C

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**QUESTION 12**

A custom Prospect field in Pardot must have what mapped to it in order to sync with Salesforce?

- A. A Salesforce field name
- B. A dropdown list
- C. A field ID
- D. A text type field

Correct Answer: A

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**QUESTION 13**

Which Pardot asset would an Administrator create in order to collect the information from prospects who are interested in being for an upcoming product launch?

- A. Engagement program with product launch details.
- B. Email template with a form embedded into the HTML.
- C. Landing page without a form.
- D. Landing page with a form.

Correct Answer: A

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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

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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