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Exam Questions PDT-101 Essentials of Pardot for Digital Marketers

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QUESTION 1

What should be enabled on a Pardot form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- A. reCAPTCHA
- B. Kiosk/Data Entry Mode
- C. Progressive Profiling
- D. "Not you"? Link

Correct Answer: B

QUESTION 2

Which two list types can be used as a suppression list on an email send? (Choose two answers.)

- A. Static list
- B. Dynamic list
- C. Test list
- D. Public list

Correct Answer: A,B

QUESTION 3

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



QUESTION 4

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

QUESTION 5

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

QUESTION 6

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: A,D