PDT-101^{Q&As}

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

QUESTION 2

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

QUESTION 3

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

QUESTION 4

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn\'t be able to get added back to it.

What is a recommended way to create this type of list?

A. Use a completion action on the form to automatically add anyone who completes it to the list.

B. Use a dynamic list that matches prospects as they complete the form.

C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.

D. Use table actions to add prospects who have completed the form to the list.

Correct Answer: B

QUESTION 5

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