



PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

A prospect believed to be on an engagement program did NOT receive an email. Which three troubleshooting steps should an Administrator take to determine why the prospect did NOT receive the email? (Choose three answers.)

- A. Check the Audits tab to see if the prospect was on the correct lists when the email was sent.
- B. Check the Lifecycle tab to confirm whether the prospect entered the engagement program before the email was sent.
- C. Check the Profile tab to make sure the prospect has the right engagement program profile.
- D. Check the Overview tab to determine whether the prospect is unmailable.
- E. Check the Lists tab to determine whether the prospect is on the recipient list or any suppression lists.

Correct Answer: BDE

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

QUESTION 3

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 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

QUESTION 5

What is the difference between a dynamic list and a static list?

- A. Dynamic list membership CANNOT be manually updated but static list membership can be manually updated.
- B. Dynamic lists are retroactive while static lists CANNOT be retroactive.
- C. Dynamic list membership can be manually updated but static list membership CANNOT be manually updated.
- D. An action can be added to a dynamic list that will trigger when a prospect is added but an action CANNOT be added to a static list to trigger when a prospect is added.

Correct Answer: A

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