



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

Essentials of Pardot for Digital Marketers

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#### QUESTION 1

What is the process to add a prospect who visits a pricing page to a list?

- A. Create a page action
- B. Create a segmentation rule
- C. Use a Tag
- D. Create an automation rule

Correct Answer: A

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#### QUESTION 2

In order for the Salesforce connector to verify, what does the connector user need to enter?

- A. The Administrator\\'s Pardot credential
- B. The Administrator\\'s Salesforce credential
- C. The connector user\\'s Salesforce credential
- D. The connector user\\'s Pardot credential

Correct Answer: C

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#### 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

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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

Which three activities can increase or decrease a score in the baseline scoring system? (Choose three answers.)

A. Landing page error

B. Unsubscribed from email

C. Assigned to a user

D. Webinar attended

E. Form submission

Correct Answer: ADE

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