



PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

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

QUESTION 2

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

QUESTION 3

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

QUESTION 4

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

QUESTION 5

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

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