



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

Essentials of Pardot for Digital Marketers

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### QUESTION 1

The "New Customers" engagement program has the "Customers" recipient list and the "Partners" suppression list added in the program's setup.

If a prospect is on both lists, what should an Administrator expect to happen?

- A. The prospect will get none of the emails, but the actions will still trigger.
- B. The prospect will get none of the emails.
- C. The prospect will get all of the emails once.
- D. The prospect will get all of the emails twice.

Correct Answer: B

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### QUESTION 2

How many visitors per identified company will be displayed in the Identified Companies table on the dashboard?

- A. As many visitors that have engaged with the website from that company.
- B. 1
- C. 2
- D. 3

Correct Answer: B

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### QUESTION 3

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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### QUESTION 4



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: AD

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#### QUESTION 5

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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