



PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

Which type of custom field can be created within Pardot?

- A. Campaign, Opportunity, Prospect
- B. Case, Contact, Lead
- C. Account, Prospect, User
- D. Account, Opportunity, Prospect

Correct Answer: D

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

QUESTION 3

What does Pardot use to track HTML email opens?

- A. A tracking link is used as soon as a prospect clicks to open the email.
- B. A tracking pixel loads on HTML emails when images are downloaded.
- C. Opens are only tracked if a link is clicked; otherwise they are NOT tracked.
- D. A tracking pixel loads on text emails when images are downloaded.

Correct Answer: B

QUESTION 4

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 5

Which type of email send can a completion action be added to?

A. Email template

B. Autoresponder

C. Engagement Program email

D. List email send

Correct Answer: B

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