PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

By default, which object is Salesforce is created when a new prospect is assigned in Pardot?

A. Lead

B. Opportunity

C. Content

D. Account

Correct Answer: A

QUESTION 2

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

QUESTION 3

A form is created to automatically register prospects to a webinar upon submission.

Which automation tool should be used to accomplish this?

A. Adding a completion action to register prospects on the form.

B. Creating a segmentation rule to register prospects based on the form submission.

C. Creating an automation rule to register prospects based on the form submission.

D. Adding a form completion action as criteria for a dynamic list to be used as a recipient list.

Correct Answer: C

QUESTION 4

How many social posting connectors can be created in one Pardot account?

A. There is no limit of social media accounts per social platform.

B. One social media account per social platform.

C. Five social media accounts per social platform.

D. One social media account per user role, per social platform.

Correct Answer: A

QUESTION 5

Where can the Email Usage for a Pardot account be located?

A. Dashboard tab

B. My Profile lab

C. Account Settings tab

D. Usage and Limits tab

Correct Answer: C

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