PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

Pass Salesforce PDT-101 Exam with 100% Guarantee

Free Download Real Questions & Answers **PDF** and **VCE** file from:

https://www.passapply.com/pdt-101.html

100% Passing Guarantee
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce Official Exam Center

🔧 **Instant Download** After Purchase

🔧 **100% Money Back** Guarantee

🔧 **365 Days** Free Update

🔧 **800,000+** Satisfied Customers

QUESTION 1

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 2

What is a capability of an automation rule?

A. Run an action on a prospect multiple times per day.

B. Run an action on a prospect the first time the criteria is met.

C. Run an action on a visitor every time the criteria is met.

D. Run an action on a prospect or visitor the first time the criteria is met.

Correct Answer: B

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

QUESTION 4

When should an automation rule be used instead of a segmentation rule?

A. To perform the action to only apply once for prospects that match the rule.

B. To perform the action to be based on criteria.

C. To have the action retroactively apply to prospects that match the rule.

D. To perform the action to apply continuously for prospects that match the rule.

Correct Answer: D

QUESTION 5

What causes a sync from Salesforce to Pardot?

A. Updating a formula field in Salesforce

B. Updating the record\\'s assigned owner

C. Prospect opens one to one email

D. Updating a field on a contact record that does not have an email address

Correct Answer: B

QUESTION 6

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 7

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 8

When looking at a landing page report in Pardot, what does unique submissions represent?

A. The number of times that an anonymous visitor successfully completed a form on the landing page and therefore "converted" to a prospect.

B. The total number of times a form on the landing page has been successfully completed.

C. The number of individual prospects who viewed the landing page at least once.

D. The number of individual prospects who submitted the landing page at least once.

Correct Answer: D

QUESTION 9

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 10

An engagement program is using a dynamic list. A prospect was matching the rules of the list and completed Steps 1 through 3 of the engagement program. The prospect then was removed from the dynamic list because they no longer matched the rules.

If the prospect is added back to the dynamic list, what can an Administrator expect to happen?

A. The prospect will continue on the engagement program to Step 3.

B. The prospect will begin the engagement program again on Step 1.

C. The prospect will be added to a suppression list used by the engagement program.

D. The prospect will continue on the engagement program to Step 4.

Correct Answer: D

QUESTION 11

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

QUESTION 12

What is the difference between a dynamic list and a static list?

A. Dynamic list membership CANNOT be manually updated but static list membership can be manually updated.

B. Dynamic lists are retroactive while static lists CANNOT be retroactive.

C. Dynamic list membership can be manually updated but static list membership CANNOT be manually updated.

D. An action can be added to a dynamic list that will trigger when a prospect is added but an action CANNOT be added to a static list to trigger when a prospect is added.

Correct Answer: A

QUESTION 13

How is an active visitor different from an identified visitor?

A. An active visitor is identified by Pardot after visiting a web page.

B. An active visitor is identified by Pardot after visiting a web page and are NOT ISPs.

C. An active visitor visited two or more pages regardless of identification.

D. An active visitor visited two or more pages and have been identified.

Correct Answer: C

QUESTION 14

How can an interested lead that comes to Lenoxsoft\\'s website and fills out the Contact Us form receive a follow-up email each time he or she submits?

A. Send using the form\\'s completion actions.

B. Send using a segmentation rule.

C. Send using an engagement program.

D. Use a dynamic list to use as a recipient list on an email send.

Correct Answer: A

QUESTION 15

What must happen in order for a newly created lead record in Salesforce to be created in Pardot immediately? (Choose two answers.)

A. Salesforce connector has sync all setting turned on

B. Lead record has a prospect ID at the time of creation

C. Lead record has an email address at the time of creation

D. Salesforce connector set to automatically create prospects

Correct Answer: AD

[PDT-101 PDF Dumps](#)   [PDT-101 Practice Test](#)   [PDT-101 Braindumps](#)