PDT-101$^{Q\&As}$

Essentials of Pardot for Digital Marketers

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QUESTION 1

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 2

What are two components of a dynamic list? (Choose two answers.)

A. Only adds prospects to the list the first time it runs.

B. Automatically updates list membership based on criteria.

C. Can add an action to the dynamic list that triggers when a new prospect is added.

D. Can be split into multiple static lists.

Correct Answer: BD

QUESTION 3

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 4

A custom Prospect field in Pardot must have what mapped to it in order to sync with Salesforce?

A. A Salesforce field name

B. A dropdown list

C. A field ID

D. A text type field

Correct Answer: A

QUESTION 5

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

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