PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

What is the fastest way for an Administrator to create a one-time of prospects who match specific criteria?

A. Use a dynamic list.

B. Use a completion action.

C. Use an automation rule.

D. Use a segmentation rule.

Correct Answer: D

QUESTION 2

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn\\'t be able to get added back to it.

What is a recommended way to create this type of list?

A. Use a completion action on the form to automatically add anyone who completes it to the list.

B. Use a dynamic list that matches prospects as they complete the form.

C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.

D. Use table actions to add prospects who have completed the form to the list.

Correct Answer: B

QUESTION 3

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 4

Which two events allow for a prospect\\'s Pardot campaign to be set? (Choose two answers.)

A. When new prospects are imported into Pardot via a .csv file.

B. When the Google Analytics connector is enabled within Pardot, which will associate prospects with third-party campaigns.

C. When prospects are added to a static list.

D. When a profile is associated with the prospects.

Correct Answer: AB

QUESTION 5

Which Pardot function should be used to track prospect engagement on a banner ad on a third-party site?

A. Page action

B. Custom redirect

C. Campaign tracking code

D. Landing page

Correct Answer: B

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