



PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

What behavior should an Administrator expect if a new send email step is added to the middle of an engagement program that has been running for several weeks?

- A. All prospects in the engagement program will receive the email, even those who have already reached the end.
- B. Only prospects in the engagement program who have NOT reached that step will receive the email.
- C. All prospects in the engagement program who have NOT reached the end will receive the email.
- D. A new email CANNOT be added to an engagement program.

Correct Answer: B

QUESTION 2

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 3

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 4

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score



- B. Account, Email, Profile, Score
- C. Campaign, Email, Full Name, Profile
- D. Campaign, Email, Profile, Score

Correct Answer: D

QUESTION 5

An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?

- A. Account Settings
- B. Dashboard
- C. Company\\'s DNS
- D. CRM

Correct Answer: C

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