



# PDT-101<sup>Q&As</sup>

Essentials of Pardot for Digital Marketers

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### QUESTION 1

Which two events trigger a prospect record to sync from Pardot to Salesforce? (Choose two answers.)

- A. Landing page submission.
- B. Form submission.
- C. Mapping new custom fields.
- D. Opening an email.

Correct Answer: BC

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### QUESTION 2

A prospect believed to be on an engagement program did NOT receive an email. Which three troubleshooting steps should an Administrator take to determine why the prospect did NOT receive the email? (Choose three answers.)

- A. Check the Audits tab to see if the prospect was on the correct lists when the email was sent.
- B. Check the Lifecycle tab to confirm whether the prospect entered the engagement program before the email was sent.
- C. Check the Profile tab to make sure the prospect has the right engagement program profile.
- D. Check the Overview tab to determine whether the prospect is unmailable.
- E. Check the Lists tab to determine whether the prospect is on the recipient list or any suppression lists.

Correct Answer: BDE

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### QUESTION 3

A user needs to change which form is used in a running engagement program. What is the first step the user must take in order to make this change?

- A. Name the new version of the program
- B. Pause the program
- C. Delete the old form
- D. Edit the program

Correct Answer: B

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### QUESTION 4



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

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#### QUESTION 5

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

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