



PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

How many social posting connectors can be created in one Pardot account?

- A. There is no limit of social media accounts per social platform.
- B. One social media account per social platform.
- C. Five social media accounts per social platform.
- D. One social media account per user role, per social platform.

Correct Answer: A

QUESTION 2

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 3

What user role must a Pardot user have in order to verify the Salesforce connector?

- A. Sales manager
- B. Sales
- C. Marketing
- D. Administrator

Correct Answer: D

QUESTION 4

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 5

A company wants to send emails from a new domain.

Where should an Admin navigate to in Pardot to add the new domain?

- A. Marketing | System Emails
- B. Marketing | Email Sending Domains
- C. Admin | Security
- D. Admin | Domain Management

Correct Answer: D

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