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Vendor:Salesforce

Exam Code:PDT-101

Exam Name:Essentials of Pardot for Digital Marketers

Version:Demo

QUESTION 1

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 2

What would an Administrator use to send a single email to a list of prospects?

- A. List email
- B. Engagement program
- C. Social message
- D. Email template

Correct Answer: D

QUESTION 3

By default, which object in Salesforce is created when a new prospect is assigned in Pardot?

- A. Lead
- B. Opportunity
- C. Content
- D. Account

Correct Answer: A

QUESTION 4

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

QUESTION 5

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 6

Which two Facebook accounts can be posted to using the Pardot Facebook connector? (Choose two answers.)

- A. Video Pages
- B. Linked Instagram Pages
- C. Company Pages
- D. Personal Pages

Correct Answer: CD

QUESTION 7

Which three activities can be used to trigger an increase or decrease in a prospect's score? (Choose three answers.)

- A. Unsubscribing from an email
- B. Printing an email
- C. Clicking a link in an email
- D. Opening an email
- E. Forwarding an email

Correct Answer: ACD

QUESTION 8

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

QUESTION 9

In which two ways does a Pardot prospect sync with a Salesforce Lead or Contact record? (Choose two answers.)

- A. Shared Contact or Lead ID
- B. Shared Assigned User ID
- C. Shared email address
- D. Shared tracking pixel

Correct Answer: AC

QUESTION 10

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 11

How many times can each action be added to the logic of the same engagement program?

- A. Email actions can be used an unlimited amount of times, but the other actions can only be used once per engagement program.

- B. Actions can be used an unlimited amount of times in an engagement program.
- C. Email actions and pauses can be used an unlimited amount of times, but the other actions can only be used once per engagement program.
- D. Actions can each be used only once per engagement program.

Correct Answer: B

QUESTION 12

What is the difference between a dynamic list and a static list?

- A. Dynamic list membership CANNOT be manually updated but static list membership can be manually updated.
- B. Dynamic lists are retroactive while static lists CANNOT be retroactive.
- C. Dynamic list membership can be manually updated but static list membership CANNOT be manually updated.
- D. An action can be added to a dynamic list that will trigger when a prospect is added but an action CANNOT be added to a static list to trigger when a prospect is added.

Correct Answer: A