

PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

How can a Pardot user grant a Pardot team member access to their Pardot account? (Choose two answers.)

- A. Click the "Grant Pardot Access" link on the Pardot dashboard.
- B. Email Pardot Support with a customized access link.
- C. Hover over the person icon in Pardot and select "Grant Account Access."
- D. Click "Grant Access" from the request email they receive.

Correct Answer: AC

QUESTION 2

A visitor clicks on a custom redirect with an action of adding a tag. The visitor then fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list.

Which three things will happen to the prospect? (Choose three answers.)

- A. The prospect activities will show that the form was successfully completed.
- B. The prospect will be added to the list.
- C. The prospect activities will show that the custom redirect was clicked.
- D. The prospect will be tagged.
- E. The newly converted prospect will NOT be affected because it was their first submission.

Correct Answer: ABD

QUESTION 3

How many Salesforce connectors can a Pardot instance have verified at one time?

- A. 1
- B. 2
- C. 5
- D. Unlimited

Correct Answer: A

QUESTION 4

A form is created to automatically register prospects to a webinar upon submission.

Which automation tool should be used to accomplish this?

- A. Adding a completion action to register prospects on the form.
- B. Creating a segmentation rule to register prospects based on the form submission.
- C. Creating an automation rule to register prospects based on the form submission.
- D. Adding a form completion action as criteria for a dynamic list to be used as a recipient list.

Correct Answer: C

QUESTION 5

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- A. Send using the form's completion actions.
- B. Send using a segmentation rule.
- C. Send using an engagement program.
- D. Use a dynamic list to use as a recipient list on an email send.

Correct Answer: A

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