

PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

When looking at a landing page report in Pardot, what does unique submissions represent?

- A. The number of times that an anonymous visitor successfully completed a form on the landing page and therefore "converted" to a prospect.
- B. The total number of times a form on the landing page has been successfully completed.
- C. The number of individual prospects who viewed the landing page at least once.
- D. The number of individual prospects who submitted the landing page at least once.

Correct Answer: D

QUESTION 2

Which Pardot function should be used to track prospect engagement on a banner ad on a third-party site?

- A. Page action
- B. Custom redirect
- C. Campaign tracking code
- D. Landing page

Correct Answer: B

QUESTION 3

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 4

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

QUESTION 5

How does an Administrator grant a Pardot employee access to their account?

- A. By calling Pardot Support.
- B. By emailing Pardot Support.
- C. By contacting Pardot Success Specialist
- D. By hovering over the person icon and selecting Grant Account Access.

Correct Answer: D

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