PDT-101^Q&As

Essentials of Pardot for Digital Marketers

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QUESTION 1

Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

A. Submitting a form on a landing page.

B. Matching an automation rule.

C. Viewing more than one web page.

D. Clicking on a tracked link in an email.

Correct Answer: AD

QUESTION 2

Which two actions can be used to change a prospect\\'s Pardot campaign? (Choose two answers.)

A. Create an automation rule to change Pardot campaign for prospects meeting certain criteria.

B. Add the prospect to a static list.

C. Create a segmentation rule to change the Pardot campaign for prospects meeting certain criteria.

D. Manually change the prospect\\'s Pardot campaign when editing the prospect record.

Correct Answer: AD

QUESTION 3

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn\\'t be able to get added back to it.

What is a recommended way to create this type of list?

A. Use a completion action on the form to automatically add anyone who completes it to the list.

B. Use a dynamic list that matches prospects as they complete the form.

C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.

D. Use table actions to add prospects who have completed the form to the list.

Correct Answer: B

QUESTION 4

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 5

Which three variable tags can be used on layout templates for landing pages? (Choose three answers.)

A. %%description%%

B. %%name%%

C. %%tittle%%

D. %%form%%

E. %%content%%

Correct Answer: ACE

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