

# PDT-101<sup>Q&As</sup>

Essentials of Pardot for Digital Marketers

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## QUESTION 1

Which type of email send can a completion action be added to?

- A. Email template
- B. Autoresponder
- C. Engagement Program email
- D. List email send

Correct Answer: B

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## QUESTION 2

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

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## QUESTION 3

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

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## QUESTION 4

Which type of asset is permanently deleted and NOT saved in the recycle bin?

- A. Automation rules
- B. Site searches
- C. Landing pages
- D. Content files

Correct Answer: D

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## QUESTION 5

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

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