

PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

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

QUESTION 2

How many visitors per identified company will be displayed in the Identified Companies table on the dashboard?

- A. As many visitors that have engaged with the website from that company.
- B. 1
- C. 2
- D. 3

Correct Answer: B

QUESTION 3

Which type of custom field can be created within Pardot?

- A. Campaign, Opportunity, Prospect
- B. Case, Contact, Lead
- C. Account, Prospect, User
- D. Account, Opportunity, Prospect

Correct Answer: D

QUESTION 4

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 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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