

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

Essentials of Pardot for Digital Marketers

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**QUESTION 1**

By default, which object is Salesforce is created when a new prospect is assigned in Pardot?

- A. Lead
- B. Opportunity
- C. Content
- D. Account

Correct Answer: A

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**QUESTION 2**

What must happen in order for a newly created lead record in Salesforce to be created in Pardot immediately? (Choose two answers.)

- A. Salesforce connector has sync all setting turned on
- B. Lead record has a prospect ID at the time of creation
- C. Lead record has an email address at the time of creation
- D. Salesforce connector set to automatically create prospects

Correct Answer: AD

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**QUESTION 3**

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 4**

What behavior should an Administrator expect if a new send email step is added to the middle of an engagement program that has been running for several weeks?

- A. All prospects in the engagement program will receive the email, even those who have already reached the end.
- B. Only prospects in the engagement program who have NOT reached that step will receive the email.
- C. All prospects in the engagement program who have NOT reached the end will receive the email.
- D. A new email CANNOT be added to an engagement program.

Correct Answer: B

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#### QUESTION 5

How many times can each action be added to the logic of the same engagement program?

- A. Email actions can be used an unlimited amount of times, but the other actions can only be used once per engagement program.
- B. Actions can be used an unlimited amount of times in an engagement program.
- C. Email actions and pauses can be used an unlimited amount of times, but the other actions can only be used once per engagement program.
- D. Actions can each be used only once per engagement program.

Correct Answer: B

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