

PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

A company wants to send emails from a new domain.

Where should an Admin navigate to in Pardot to add the new domain?

- A. Marketing | System Emails
- B. Marketing | Email Sending Domains
- C. Admin | Security
- D. Admin | Domain Management

Correct Answer: D

QUESTION 2

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

QUESTION 3

What is the process to add a prospect who visits a pricing page to a list?

- A. Create a page action
- B. Create a segmentation rule
- C. Use a Tag
- D. Create an automation rule

Correct Answer: A

QUESTION 4

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

QUESTION 5

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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