



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

What is the function of the Monthly Cohort Report?

- A. To show graphically all prospects and opportunities created within the time period designated.
- B. To show how many prospects have been created based on the most popular campaigns.
- C. To show how many prospects have been sent to Salesforce within the time period designated.
- D. To show how many opportunities are linked with prospects.

Correct Answer: A

QUESTION 3

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score
- B. Account, Email, Profile, Score
- C. Campaign, Email, Full Name, Profile
- D. Campaign, Email, Profile, Score

Correct Answer: D

QUESTION 4

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 5

Which three user role security limits can be added to an individual user account? (Choose three answers.)

A. Max number of emails the user can send.

B. Max number of prospects the user can manually delete.

C. Max number of records a user can import.

D. Max number of prospects the user can manually create.

E. Max number of prospects the user can export.

Correct Answer: ACE

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