



PDT-101^{Q&As}

Essentials of Pardot for Digital Marketers

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QUESTION 1

Which two list types can be used as a suppression list on an email send? (Choose two answers.)

- A. Static list
- B. Dynamic list
- C. Test list
- D. Public list

Correct Answer: AB

QUESTION 2

If a form is added to a landing page, where will the submissions be reported?

- A. On the landing page
- B. On the form
- C. On the landing page's layout template
- D. On the form's layout template

Correct Answer: B

QUESTION 3

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 4

When should an automation rule be used instead of a segmentation rule?

- A. To perform the action to only apply once for prospects that match the rule.
- B. To perform the action to be based on criteria.



- C. To have the action retroactively apply to prospects that match the rule.
- D. To perform the action to apply continuously for prospects that match the rule.

Correct Answer: D

QUESTION 5

Which Salesforce field type is unsupported for syncing with Pardot?

- A. Lookup
- B. Picklist
- C. Number
- D. Formula

Correct Answer: A

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