
Exam : PDT-101

**Title : Essentials of Pardot for
Digital Marketers**

Version : DEMO

1.What does the Google Analytics connector allow Pardot to do?

- A. Sync prospects with Google AdWords.
- B. Send emails to prospects from Gmail.
- C. Update the conversion field in Google Analytics.
- D. Append UTM parameters to a prospect record.

Answer: D

2.How does an Administrator grant a Pardot employee access to their account?

- A. By calling Pardot Support.
- B. By emailing Pardot Support.
- C. By contacting Pardot Success Specialist
- D. By hovering over the person icon and selecting Grant Account Access.

Answer: D

3.An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn't be able to get added back to it.

What is a recommended way to create this type of list?

- A. Use a completion action on the form to automatically add anyone who completes it to the list.
- B. Use a dynamic list that matches prospects as they complete the form.
- C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.
- D. Use table actions to add prospects who have completed the form to the list.

Answer: B

4.What would an Administrator use to send a single email to a list of prospects?

- A. List email
- B. Engagement program
- C. Social message
- D. Email template

Answer: D

5.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.

Answer: A