

# **Salesforce**

## **PDT-101 Exam**

### **Essentials of Pardot for Digital Marketers**

## **Questions & Answers**

### **Demo**

## Version: 8.0

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### Question: 1

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What should be enabled on a Pardot form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- A. reCAPTCHA
- B. Kiosk/Data Entry Mode
- C. Progressive Profiling
- D. "Not you"? Link

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**Answer: B**

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### Question: 2

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How many visitors per identified company will be displayed in the Identified Companies table on the dashboard?

- A. As many visitors that have engaged with the website from that company.
- B. 1
- C. 2
- D. 3

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**Answer: B**

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### Question: 3

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An Administrator wants to have a thank you email sent after the form on the "Request a Demo" landing page is submitted.

Where can this be configured to ensure that every time the landing page is completed, the email is sent?

- A. Configure an autoresponder email to send as a completion action when the "Request a Demo" landing page has been submitted.
- B. Configure an automation rule to send the email when "Request a Demo" form has been successfully completed.
- C. Configure a segmentation rule to send the email when "Request a Demo" landing page has been successfully completed.
- D. Configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted.

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**Answer: D**

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**Question: 4**

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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.

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**Answer: D**

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**Question: 5**

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A user needs to change which form is used in a running engagement program. What is the first step the user must take in order to make this change?

- A. Name the new version of the program
- B. Pause the program
- C. Delete the old form
- D. Edit the program

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**Answer: B**

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**Question: 6**

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In order for the Salesforce connector to verify, what does the connector user need to enter?

- A. The Administrator's Pardot credential
- B. The Administrator's Salesforce credential
- C. The connector user's Salesforce credential
- D. The connector user's Pardot credential

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**Answer: C**

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