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Exam : **PDT-101**

Title : Essentials of Pardot for Digital Marketers

Vendor : Salesforce

Version : DEMO

NO.1 Which type of email send can a completion action be added to?

- A. Email template
- B. Engagement Program email
- C. Autoresponder
- D. List email send

Answer: C

NO.2 What is the difference between a dynamic list and a static list?

- A. An action can be added to a dynamic list that will trigger when a prospect is added but an action CANNOT be added to a static list to trigger when a prospect is added.
- B. Dynamic list membership can be manually updated but static list membership CANNOT be manually updated.
- C. Dynamic lists are retroactive while static lists CANNOT be retroactive.
- D. Dynamic list membership CANNOT be manually updated but static list membership can be manually updated.

Answer: D

NO.3 A custom Prospect field in Pardot must have what mapped to it in order to sync with Salesforce?

- A. A text type field
- B. A field ID
- C. A Salesforce field name
- D. A dropdown list

Answer: C

NO.4 Which two actions can be used to change a prospect's Pardot campaign? (Choose two answers.)

- A. Add the prospect to a static list.
- B. Manually change the prospect's Pardot campaign when editing the prospect record.
- C. Create a segmentation rule to change the Pardot campaign for prospects meeting certain criteria.
- D. Create an automation rule to change Pardot campaign for prospects meeting certain criteria.

Answer: B,D

NO.5 A visitor clicks on a custom redirect with an action of adding a tag. The visitor then fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list. Which three things will happen to the prospect? (Choose three answers.)

- A. The prospect activities will show that the form was successfully completed.
- B. The prospect will be tagged.
- C. The prospect activities will show that the custom redirect was clicked.
- D. The newly converted prospect will NOT be affected because it was their first submission.
- E. The prospect will be added to the list.

Answer: A,B,E