(2023) PDT-101 Dumps and Practice Test (65 Questions) [Q32-Q52

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Guide (New 2023) Actual Salesforce PDT-101 Exam Questions

Salesforce Pardot for Digital Marketers PDT-101 Exam

Salesforce Pardot for Digital Marketers PDT-101 Exam is related to Salesforce Certified Pardot Specialist Certification. This exam measures the Candidate knowledge and ability in how to effectively design, build, implement Marketing Workflows and Pardot-Generated Report to make Data-driven decisions. Digital Marketers, Email Marketers, and IT Managers usually hold or pursue this certification and you can expect the same job role after completion of this certification.

Q32. What are two components of a dynamic list? (Choose two answers.)
* Only adds prospects to the list the first time it runs.
* Automatically updates list membership based on criteria.
* Can add an action to the dynamic list that triggers when a new prospect is added.
* Can be split into multiple static lists.

Q33. A visitor clicks on a custom redirect with an action of adding a tag. The visitor them 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.)
* The prospect activities will show that the form was successfully completed.
* The prospect will be added to the list.
* The prospect activities will show that the custom redirect was clicked.
* The prospect will be tagged.
* The newly converted prospect will NOT be affected because it was their first submission.

Q34. Where can the Email Usage for a Pardot account be located?
* Dashboard tab
* My Profile lab
* Account Settings tab
* Usage and Limits tab

Q35. A custom redirect has a completion action to add a tag of “clicked” to all prospects that click it. An unknown visitor clicks on the link and then fills out the form as Bob. A prospect also clicks on the link and fills out a form as Kate.

Which three things will affect the prospect records based on these activities? (Choose three answers.)
* Bob’s prospect record will have a tag of “clicked” applied to it.
* Bob’s prospect record will show him clicking on the link and filling out the form.
* Kate’s prospect record will show her clicking on the link and filling out the form.
* Kate’s prospect record will have a tag of “clicked” applied to it.
* Bob’s visitor record will have a tag of “clicked” applied to it.

Q36. How is an active visitor different from an identified visitor?
* An active visitor is identified by Pardot after visiting a web page.
* An active visitor is identified by Pardot after visiting a web page and are NOT ISPs.
* An active visitor visited two or more pages regardless of identification.
* An active visitor visited two or more pages and have been identified.

Q37. What does Pardot use to track HTML email opens?
* A tracking link is used as soon as a prospect clicks to open the email.
* A tracking pixel loads on HTML emails when images are downloaded.
* Opens are only tracked if a link is clicked; otherwise they are NOT tracked.
* A tracking pixel loads on text emails when images are downloaded.

Q38. Which type of email send can a completion action be added to?
* Email template
* Autoresponder
* Engagement Program email
* List email send

Q39. If a form is added to a landing page, where will the submissions be reported?
* On the landing page
* On the form
* On the landing page’s layout template
* On the form’s layout template

Q40. Which two list types can be used as a suppression list on an email send? (Choose two answers.)
* Static list
* Dynamic list

* Test list
* Public list

Q41. What information is required when creating a prospect manually?
* Campaign, Company, Email, Score
* Account, Email, Profile, Score
* Campaign, Email, Full Name, Profile
* Campaign, Email, Profile, Score

Q42. By default, which object is Salesforce is created when a new prospect is assigned in Pardot?
* Lead
* Opportunity
* Content
* Account

Q43. What is a capability of an automation rule?
* Run an action on a prospect multiple times per day.
* Run an action on a prospect the first time the criteria is met.
* Run an action on a visitor every time the criteria is met.
* Run an action on a prospect or visitor the first time the criteria is met.

Q44. Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)
* Submitting a form on a landing page.
* Matching an automation rule.
* Viewing more than one web page.
* Clicking on a tracked link in an email.

Q45. How many visitors per identified company will be displayed in the Identified Companies table on the dashboard?
* As many visitors that have engaged with the website from that company.
* 1
* 2
* 3

Q46. 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?
* Name the new version of the program
* Pause the program
* Delete the old form
* Edit the program

Q47. What is the difference between a dynamic list and a static list?
* Dynamic list membership CANNOT be manually updated but static list membership can be manually updated.
* Dynamic lists are retroactive while static lists CANNOT be retroactive.
* Dynamic list membership can be manually updated but static list membership CANNOT be manually updated.
* 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.

Q48. An error is noticed under the Email Sending Domains.

Where should an Administrator go to change the SPF entries?
* Account Settings
* Dashboard
* Company’s DNS
* CRM

Q49. Which three activities can be used to trigger an increase or decrease in a prospect’s score? (Choose three answers.)
* Unsubscribing from an email
* Printing an email
* Clicking a link in an email
* Opening an email
* Forwarding an email

Q50. An Administrator imported a list of trade show attendees and added them all to the same Pardot campaign. A few months later, the Administrator wants to pull a one-time list of these attendees. How should this be accomplished?
* Run a segmentation rule based on the Pardot campaign.
* Look for the original list based on the Pardot campaign.
* Run a dynamic list based on the Pardot campaign.
* Run an automation rule based on the Pardot campaign.

Q51. What is the function of the Monthly Cohort Report?
* To show graphically all prospects and opportunities created within the time period designated.
* To show how many prospects have been created based on the most popular campaigns.
* To show how many prospects have been sent to Salesforce within the time period designated.
* To show how many opportunities are linked with prospects.

Q52. What causes a sync from Salesforce to Pardot?
* Updating a formula field in Salesforce
* Updating the record’s assigned owner
* Prospect opens one to one email
* Updating a field on a contact record that does not have an email address

How to study the PDT-101 Exam

There are two main types of resources for preparation of certification exams first there are the study guides and the books that are detailed and suitable for building knowledge from ground up then there are video tutorial and lectures that can somehow ease the pain of through study and are comparatively less boring for some candidates yet these demand time and concentration from the learner. Smart Candidates who want to build a solid foundation in all exam topics and related technologies usually combine video lectures with study guides to reap the benefits of both but there is one crucial preparation tool as often overlooked by most candidates the practice exams. Practice exams are built to make students comfortable with the real exam environment. Statistics have shown that most students fail not due to that preparation but due to exam anxiety the fear of the unknown. Test4Engine expert team recommends you to prepare some notes on these topics along with it don't forget to practice **PDT-101 Exam exam dumps** which

been written by our expert team, Both these will help you a lot to clear this exam with good marks.

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