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NEW QUESTION: 1

You can set up Marketing Cloud Account Engagement yourself to sync with Person Accounts.

A. True

B. False (you need to contact Marketing Cloud Account Engagement support to enable this functionality)

Answer: (SHOW ANSWER)

Explanation

You cannot set up Marketing Cloud Account Engagement yourself to sync with Person Accounts. You need to contact Marketing Cloud Account Engagement support to enable this functionality, as it is not available by default. Person Accounts are a special type of account in Salesforce that combines the attributes of both accounts and contacts. To sync Marketing Cloud Account Engagement with Person Accounts, you need to follow some additional steps, such as enabling Person Account Syncing, creating Person Accounts instead of Leads, and adding Marketing Cloud Account Engagement data to Person Account layouts12 References: 1: Person Account Syncing with Salesforce2: What To Know Before Using Person Accounts in Marketing Cloud Account Engagement & Salesforce

NEW QUESTION: 2

After a prospect completes steps 1-5 of a 10-step engagement studio program, the prospect is added to one of the engagement studio program's suppression lists.

What will happen if the prospect is removed from the suppression list?

A. The prospect will begin the engagement studio program again on step 1.

B. The prospect will be also be removed from the recipient list of the program.
C. The prospect will continue on the engagement studio program onto step 5.
D. The prospect will continue on the engagement studio program onto step 6.
Answer: (SHOW ANSWER)
Explanation
According to the Salesforce documentation, when a prospect is added to a suppression list in an engagement studio program, the prospect is paused from receiving any further emails or actions from the program.
However, the prospect's progress in the program is not reset or removed. If the prospect is removed from the suppression list, the prospect will resume the program from where they left off, which is the next step after the last completed step. In this case, the prospect will continue on the engagement studio program onto step 6.
References: Salesforce documentation

NEW QUESTION: 3
What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?
A. The Opportunity must have the "Marketing Cloud Account Engagement" record type.
B. The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.
C. The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement
D. The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.
Answer: C (LEAVE A REPLY)
For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. This means that the Contact Role must be associated with a Contact record that has a Marketing Cloud Account Engagement prospect record. The Opportunity record type, source, or creator are not relevant for the sync1

NEW QUESTION: 4
What must you do in Salesforce to map a Marketing Cloud Account Engagement prospect custom field to a Salesforce field? Choose 2 answers
A. Adjust the lead settings in Salesforce.
B. Add a new lead record type in Salesforce.
C. Add a new custom contact field in Salesforce.
D. Add a new custom lead field in Salesforce.
Answer: C,D (LEAVE A REPLY)
Explanation

The two steps that you must do in Salesforce to map a Marketing Cloud Account Engagement prospect custom field to a Salesforce field are:
* Add a new custom contact field in Salesforce. A custom contact field is a field that you can create and add to the contact object in Salesforce, which stores the information and activities of an individual person who is associated with an account. You can use custom contact fields to store data that is specific to your business needs, such as industry, product interest, or satisfaction score. You can map a Marketing Cloud Account Engagement prospect custom field to a Salesforce custom contact field, so that the data is synced between Marketing Cloud Account Engagement and Salesforce. To add a new custom contact field in Salesforce, you need to go to Setup > Object Manager > Contact > Fields & Relationships > New, and follow the steps to create the field.
* Add a new custom lead field in Salesforce. A custom lead field is a field that you can create and add to the lead object in Salesforce, which stores the information and activities of a potential customer who is not yet qualified. You can use custom lead fields to store data that is specific to your business needs, such as lead source, lead score, or lead status. You can map a Marketing Cloud Account Engagement prospect custom field to a Salesforce custom lead field, so that the data is synced between Marketing Cloud Account Engagement and Salesforce. To add a new custom lead field in Salesforce, you need to go to Setup > Object Manager > Lead > Fields & Relationships > New, and follow the steps to create the field.

NEW QUESTION: 5
When do prospects sync to your CRM?
A. When the prospect fills out a form on a landing page
B. When a prospect has been assigned to a user or queue.
C. When the prospect has a lead score greater than 50
D. When the prospect visits a landing page
E. When a prospect is created manually in the Marketing Cloud Account Engagement database.
Answer: B (LEAVE A REPLY)
Prospects sync to your CRM when they have been assigned to a user or queue. A CRM is a customer relationship management platform that allows you to manage your sales and customer service operations. You can integrate Marketing Cloud Account Engagement with your CRM using the Salesforce connector, which allows you to sync data, activities, and campaigns between Marketing Cloud Account Engagement and Salesforce. However, not all prospects in Marketing Cloud Account Engagement are synced to Salesforce. Only prospects that have been assigned to a user or queue in Marketing Cloud Account Engagement are synced to Salesforce as leads or contacts. You can assign prospects manually, through automation rules, or through lead assignment rules.
Answer A, C, D, and E are incorrect because prospects do not sync to your CRM when they fill out a form on a landing page, when they have a lead score greater than 50, when

they visit a landing page, or when they are created manually in the Marketing Cloud Account Engagement database, unless they are also assigned to a user or queue, as explained above. Reference: [Salesforce Connector], [Sync Prospects with Salesforce]

NEW QUESTION: 6

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales raps. Some of these prospects are syncing with Leads In Salesforce, and some are syncing with Contacts.
Each prospect should receive the email from their prospects assigned rep.
How should the Marketing Manager accomplish this?
A. Select General User for the Sender of the email
B. Select Assigned User for the Sender of the email
C. Select Account Owner for the Sender of the email
D. Select Specified User for the Sender of the email
Answer: (SHOW ANSWER)
Explanation
According to the [Salesforce documentation], the best way to accomplish the scenario of sending out an email to a list of prospects that are assigned to several different sales reps, and having each prospect receive the email from their assigned rep, is to select Assigned User for the Sender of the email. This option will use the email address and name of the user who is assigned to the prospect in Salesforce or Marketing Cloud Account Engagement as the sender of the email. This way, the email will appear more personalized and relevant to the prospect, and will increase the chances of engagement and response. Selecting General User, Account Owner, or Specified User will not achieve the same result, as they will use a generic, fixed, or predefined sender for the email, regardless of the prospect's assigned user. References: [Salesforce documentation]

NEW QUESTION: 7

Which two considerations must be made when creating a repeating automation rule?
Choose 2 answers
A. Setting how many prospects are allowed to match the repeating automation rule
B. Setting a date for when prospects can no longer match the repeating automation rule
C. Setting how many days must pass before a prospect can match the repeating automation rule
D. Setting the number of times a prospect can match the repeating automation rule
Answer: C,D (LEAVE A REPLY)
Explanation
A repeating automation rule is a type of automation rule that allows prospects to match the rule more than once, as long as they meet the criteria again. When creating a repeating automation rule, two considerations must be made: setting how many days must pass

before a prospect can match the repeating automation rule again, and setting the number of times a prospect can match the repeating automation rule in total (D).
These settings help prevent prospects from being over-marketed or receiving duplicate actions. Setting how many prospects are allowed to match the repeating automation rule (A) or setting a date for when prospects can no longer match the repeating automation rule (B) are not available options for repeating automation rules.
References: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION: 8
What are the daily system generated emails?
A. Daily prospect activity emails (for all prospects)
B. Daily prospect activity emails (for my prospects)
C. Daily visitor activity emails
D. Prospect assignment notification
E. Daily prospect assignment emails
F. Weekly search marketing email (sent on Mondays)
G. Starred prospect activity alerts
Answer: (SHOW ANSWER)
The daily system generated emails are: daily prospect activity emails (for all prospects), daily prospect activity emails (for my prospects), daily visitor activity emails, and daily prospect assignment emails. These are the emails that Marketing Cloud Account Engagement sends to users based on their preferences, which provide a summary of the activities and actions of prospects and visitors on a daily basis. Daily prospect activity emails (for all prospects) show the activities of all prospects in your Marketing Cloud Account Engagement account. Daily prospect activity emails (for my prospects) show the activities of the prospects that are assigned to you. Daily visitor activity emails show the activities of the anonymous visitors on your website. Daily prospect assignment emails show the prospects that have been assigned to you or to other users910 Reference: 9: Auto generated email - How to guide10: Customizing the System Generated Emails

NEW QUESTION: 9
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.)
A. The prospect activities will show that the form was successfully completed.
B. The prospect will be added to the list.
C. The prospect activities will show that the custom redirect was clicked.
D. The prospect will be tagged.
E. The newly converted prospect will NOT be affected because it was their first submission.

Answer: (SHOW ANSWER)
Explanation
According to the Salesforce documentation, when a visitor clicks on a custom redirect with an action of adding a tag, and then fills out a form and becomes a prospect, the following three things will happen to the prospect:
A) The prospect activities will show that the form was successfully completed, B) The prospect will be added to the list, and D) The prospect will be tagged. A custom redirect is a trackable URL that can be used to measure and report on the clicks of any online content, such as banner ads, social media posts, or third-party websites. A custom redirect can also have completion actions, such as adding a tag, which are performed when a visitor clicks on the custom redirect. A tag is a label that can be used to categorize and segment prospects. A form is a web form that can be used to collect information from prospects and store it in Marketing Cloud Account Engagement. A form can also have completion actions, such as adding to a list, which are performed when a prospect successfully submits the form. A list is a collection of prospects that can be used for segmentation and email sending. When a visitor clicks on a custom redirect and then fills out a form, the visitor becomes a prospect, and the completion actions of both the custom redirect and the form are applied to the prospect. The prospect activities will show both the custom redirect click and the form submission, the prospect will be added to the list specified in the form completion action, and the prospect will be tagged with the tag specified in the custom redirect completion action. The newly converted prospect will be affected by both the custom redirect and the form completion actions, as they are not dependent on the prospect's previous submissions or activities. References: Salesforce documentation

NEW QUESTION: 10
LenoxSoft has had a Product Interest form live on their website for the past 3 months. They would like to make sure that, moving forward, every time the form is submitted, a custom field is updated. They also want to update that custom field for anyone who has submitted the form before today.
What combination of automation tools should LenoxSoft use to achieve this?
Choose one answer
A. Automation rule and completion action
B. Segmentation rule and completion action
C. Dynamic list and automation rule
D. Completion action and dynamic list
Answer: A (LEAVE A REPLY)
Explanation
The combination of automation tools that LenoxSoft should use to achieve their goal is an automation rule and a completion action. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. A

completion action is an action that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link1. LenoxSoft can use an automation rule to update the custom field for anyone who has submitted the form before today, and a completion action to update the custom field for anyone who submits the form moving forward.

NEW QUESTION: 11

A Marketing Cloud Account Engagement administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field.

Which form field option should be enabled?

A. Maintain the initial value upon subsequent form submissions

B. Always display even if previously completed

C. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect

D. Include "Not you?" link to allow visitors to reset the form

Answer: (SHOW ANSWER)

Explanation

If a Marketing Cloud Account Engagement administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field, they should enable the form field option "Maintain the initial value upon subsequent form submissions" (A). This option prevents the field from being overwritten by later submissions. The option "Always display even if previously completed" (B) does not affect the field value, but only the field visibility on the form. The option "Kiosk/Data Entry Mode:

Do not cookie browser as submitted prospect" does not affect the field value, but only the prospect tracking method. The option "Include "Not you?" link to allow visitors to reset the form" (D) does not affect the field value, but only the form reset functionality. References: Create a Form

NEW QUESTION: 12

How can you send an automated email to a prospect after they fill out a form?

A. Using an Automation Rule

B. Using a Completion Action

C. None of the above

D. Using a Segmentation Rule

Answer: A,B (LEAVE A REPLY)

Explanation

You can send an automated email to a prospect after they fill out a form using either an automation rule or a completion action. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use an automation rule to send an email to prospects who fill out a specific form or any form. A completion action is a task that is performed after a prospect successfully completes a marketing element. You can use a completion action to send an email to prospects who fill out a particular form. You cannot use a segmentation rule to send an email, since segmentation rules are used to segment prospects into lists or update their field values. References: [Automation Rules], Completion Actions, [Segmentation Rules]

NEW QUESTION: 13

What is tracked by the custom email links generated by Marketing Cloud Account Engagement?

A. Email opens

B. Link clicks

C. Page visits

D. Unsubscribe

E. Form completions

Answer: A,B,C (LEAVE A REPLY)

The custom email links generated by Marketing Cloud Account Engagement are tracked for link clicks, page visits and email opens. Link clicks are recorded when a prospect clicks on a link in an email. Page visits are recorded when a prospect visits a page on your website that has the Marketing Cloud Account Engagement tracking code. Email opens are recorded when a prospect opens an email and downloads the invisible image that Marketing Cloud Account Engagement inserts in the email. Form completions and unsubscribes are not tracked by the custom email links, but by other methods.

NEW QUESTION: 14

A Marketing Cloud Account Engagement administrator would like to enable bot protection on their forms.

Which two Marketing Cloud Account Engagement form actions would accomplish this?

Choose 2 answers

A. Enable HTTPS

B. Honeypot Technique

C. Dependent Fields

D. reCaptcha

Answer: B,D (LEAVE A REPLY)

According to the Salesforce documentation, the two Marketing Cloud Account Engagement form actions that would accomplish enabling bot protection on their forms are honeypot technique and reCaptcha. Bot protection is a feature that helps prevent automated bots from submitting forms and creating fake prospects. Honeypot technique is a method that uses a hidden field in the form that is not visible to human users, but can be detected by bots. If the hidden field is filled out, the form submission is rejected as a bot submission. reCaptcha is a service that uses a challenge-response test to verify that the form submitter is a human and not a bot. The user can enable either or both of these options in the form settings to add bot protection to their forms. Enabling HTTPS, or Hypertext Transfer Protocol Secure, is a method that encrypts the communication between the user's browser and the web server, but it does not prevent bots from submitting forms. Dependent fields are fields that are displayed or hidden based on the value of another field, but they do not prevent bots from submitting forms either. Reference: Salesforce documentation

NEW QUESTION: 15

You can set up Marketing Cloud Account Engagement to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account.

A. True

B. False

Answer: (SHOW ANSWER)

Explanation

You can set up Marketing Cloud Account Engagement to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account. This is a feature of Marketing Cloud Account Engagement's Search Marketing, which allows you to track and optimize your website's SEO performance and compare it with your competitors. You can enable the weekly search marketing email in your user preferences, and choose which metrics and competitors you want to include in the report56 References: 5: Marketing Cloud Account Engagement Competitor Monitoring: Spy on Competitor SEO Health6: Understanding Marketing Cloud Account Engagement Notifications for User Email Preferences

NEW QUESTION: 16

A sales manager wants to understand which of their accounts are top-tier candidates based on prior opportunity creation data and engagement metrics. They want to surface these insights on their account records.

What feature can help them see this?

A. Einstein Behavior Score

B. Pardot grade

C. Pardot score

D. Einstein Key Accounts Identification

Answer: D (LEAVE A REPLY)

Salesforce's Einstein Key Accounts Identification feature is designed to help sales managers and teams identify and focus on their most important accounts based on a variety of metrics, including historical data and engagement levels.

Einstein Key Accounts Identification: This feature uses advanced machine learning algorithms to analyze past opportunity creation data and various engagement metrics to pinpoint which accounts are likely to be the most valuable or have the highest potential. This can help sales managers prioritize their efforts and resources more effectively. The

insights generated by this tool are integrated directly into the Salesforce account records, providing easily accessible and actionable data for sales teams.
This contrasts with options like the Einstein Behavior Score, Pardot grade, and Pardot score, which, while useful for assessing individual lead or contact engagement and readiness, do not provide the holistic account-level insight that Einstein Key Accounts Identification does.

NEW QUESTION: 17
How can an admin find the number of mailable prospects in their database?
A. View all Segmentation lists
B. Navigate to the prospect list and select "Mailable Prospects"
C. View the sync queue
D. Navigate to the overview section
Answer: B (LEAVE A REPLY)
Explanation
Mailable prospects are prospects who have opted in to receive email communication from you and have not bounced or unsubscribed. You can find the number of mailable prospects in your database by navigating to the prospect list and selecting "Mailable Prospects" from the dropdown menu. You can also filter the list by tags, campaigns, or custom fields to segment your mailable prospects. References: [Mailable Prospects], [Filter Prospects]

NEW QUESTION: 18
You want to export a list of prospects, but you only need the default fields. What can you use?
A. Use the Simple Export option
B. Use the Express Export option
C. Copy and paste the information from the Prospect table into Excel.

D. You have to export all the fields. Marketing Cloud Account Engagement doesn't allow you to choose only the default fields.

Answer: B (LEAVE A REPLY)

An Express Export includes all default prospect fields, scores, and grades but does not include custom fields.

Explanation:

Express Export is a feature that allows you to export a list of prospects with only the default fields, such as email, name, company, score, and grade. This option is faster and simpler than the full export, which includes all the custom fields as well. You can use the Express Export option by selecting a list of prospects and clicking on the "Tools" button, then choosing "Express Export". Reference: [Export Prospects], [Express Export]

NEW QUESTION: 19

A user wants to develop a lead qualification model based on implicit prospect interest and explicit information provided by prospects.

What feature Is needed for this model?

A. Marketing Cloud Account Engagement Score 6* lifecycle Stage

B. Prospect Audit & Profile

C. Engagement Studio & Lists

D. Marketing Cloud Account Engagement Score & Grade

Answer: (SHOW ANSWER)

A lead qualification model based on implicit prospect interest and explicit information provided by prospects requires the feature of Marketing Cloud Account Engagement Score and Grade. The score is a numerical value that measures the implicit interest of a prospect based on their engagement with marketing activities, such as opening emails, clicking links, and visiting landing pages. The grade is a letter value that measures the explicit fit of a prospect based on the information they provide, such as industry, company size, and job title. By combining the score and grade, marketers can segment and prioritize their prospects more effectively3. Reference: 3: Scoring and Grading Prospects

NEW QUESTION: 20

Which two considerations should be kept in mind when using completion actions for list emails? Choose 2 answers

A. Completion actions based on email link clicks only execute once per prospect.

B. Completion actions based on link clicks do not trigger on unsubscribe links or email preference page clicks.

C. Completion actions based on email opens will retroactively apply if added after the email send.

D. Completion actions based on image file downloads only execute once per day.

Answer: (SHOW ANSWER)

Explanation

When using completion actions for list emails, you should keep in mind that completion actions based on email link clicks only execute once per prospect, and completion actions based on email opens will retroactively apply if added after the email send. These are important considerations because they affect how your completion actions will work and what results you will see. For example, if you want to add a prospect to a list based on a link click, you should know that the completion action will only fire the first time the prospect clicks the link, not every time. Similarly, if you want to change a prospect's score based on an email open, you should know that the completion action will apply to all prospects who opened the email, even if they opened it before you added the completion action

NEW QUESTION: 21

How could a visitor convert to a prospect?

A. Download an eBook

B. Open a Marketing Cloud Account Engagement email

C. Submit a Marketing Cloud Account Engagement form

D. Watch a video hosted in Wistia

Answer: C (LEAVE A REPLY)

Explanation

The way that a visitor can convert to a prospect is by submitting a Marketing Cloud Account Engagement form. A visitor is an anonymous person who visits a website that has Marketing Cloud Account Engagement tracking code installed. A visitor can be identified by their IP address, location, browser, device, and pages viewed. A visitor can also be tracked by Marketing Cloud Account Engagement cookies if they have visited the website before. A visitor can convert to a prospect when they provide their email address to Marketing Cloud Account Engagement through a form, a form handler, a landing page, or a custom redirect. A prospect is a known person who has a record in Marketing Cloud Account Engagement and can be associated with a lead or a contact in Salesforce. A prospect can be tracked by their email address, activities, score, grade, and other fields. A prospect can also be segmented, nurtured, and qualified by Marketing Cloud Account Engagement5. Option A is not correct because downloading an eBook does not necessarily convert

NEW QUESTION: 22

Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?

A. Total submissions

B. Unique submissions

C. Conversions

D. unique clicks

Answer: C (LEAVE A REPLY)

Explanation
The landing page report metric that represents the number of individual prospects who submitted the landing page at least once is conversions. Conversions measure how many prospects completed the desired action on the landing page, such as filling out a form or downloading a file. Total submissions measure how many times the landing page was submitted, regardless of whether it was by the same or different prospects. Unique submissions measure how many times the landing page was submitted by a unique IP address, which may not correspond to a unique prospect. Unique clicks measure how many times the landing page was clicked by a unique IP address, which may not correspond to a unique prospect or a submission. References Landing Page Metrics

NEW QUESTION: 23
A new Lead record is created in Salesforce without an email address and the Salesforce connector is set to
"automatically create prospects in Marketing Cloud Account Engagement*'.
What action would occur in Marketing Cloud Account Engagement?
A. No new visitor record will be created.
B. A new prospect record will be created.
C. A new account will be created.
D. No new prospect will be created.
Answer: D (LEAVE A REPLY)
Explanation
If a new Lead record is created in Salesforce without an email address and the Salesforce connector is set to
"automatically create prospects in Marketing Cloud Account Engagement", no new prospect will be created in Marketing Cloud Account Engagement. This is because email address is a required field for creating a prospect in Marketing Cloud Account Engagement, and without it, the sync will fail. The Lead record will remain in Salesforce, but it will not have a corresponding prospect in Marketing Cloud Account Engagement1.
References: Marketing Cloud Account Engagement Sync Behavior

NEW QUESTION: 24
What variable tag must be included in an email to allow prospects to manage their email preferences?
A. %%opt_out%% or %%email_preference_center%%
B. %%unsubscribe %% or %% email_preference_ center %%
C. %%opt_out%% report_spam %%
D. %%unsubscribe % or %% opt_out %%
Answer: B (LEAVE A REPLY)
According to the Salesforce documentation, the variable tag that must be included in an email to allow prospects to manage their email preferences is %%unsubscribe%% or %

%email_preference_center%%. A variable tag is a placeholder that is replaced with a specific value when the email is sent. The %%unsubscribe%% variable tag is replaced with a link that allows the prospect to unsubscribe from all emails from the sender. The % %email_preference_center%% variable tag is replaced with a link that allows the prospect to opt in or out of specific email lists or categories. Either of these variable tags can be used to enable prospects to manage their email preferences, and they are required by law in some countries. %%opt_out%% or %%email_preference_center%%, %%opt_out%% report_spam%%, and %%unsubscribe%% or %%opt_out%% are not valid variable tags that can be used to allow prospects to manage their email preferences, as they are either incorrect or nonexistent. Reference: Salesforce documentation

NEW QUESTION: 25

Why is a reCAPTCHA displayed when I did not choose to display it?

A. At form submission Marketing Cloud Account Engagement pings a database of known spammers and when a match is found automatically displays a reCAPTCHA.

B. At form submission Marketing Cloud Account Engagement pings a database of known prospects and when a match is found automatically displays a reCAPTCHA.

Answer: A (LEAVE A REPLY)

Explanation

A reCAPTCHA is displayed when you did not choose to display it because Marketing Cloud Account Engagement pings a database of known spammers and when a match is found automatically displays a reCAPTCHA. This is a security measure that helps prevent spam bots from submitting your forms and creating fake prospects. You can also choose to always display a reCAPTCHA on your forms or form handlers, or to never display a reCAPTCHA on your forms.

NEW QUESTION: 26

Viewing your pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited your pricing page. What automation tool would best achieve this?

A. Create a special campaign to track pricing pageviews

B. Create a Page Action set to Tag prospects as having viewed it and add them to a list

C. Create a Form with a Completion Action to send a pricing sheet

D. Create a Dynamic List based on page view to segment automatically

Answer: B (LEAVE A REPLY)

Explanation

The automation tool that would best achieve this is to create a page action set to tag prospects as having viewed it and add them to a list. A page action is a feature that allows you to track and act on the behavior of prospects who visit specific pages on your website, such as your pricing page, product page, or thank you page. You can use page actions to perform actions on the prospects who visit the page, such as adding them to a list, assigning them to a user, or changing their field values. You can also use page actions to customize the content or layout of the page based on the prospect's attributes or behaviors2. To create a page action, you need to specify the URL of the page that you want to track, and the actions that you want to execute when a prospect visits the page. For example, you can create a page action that matches the URL of your pricing page, and tags the prospect as having viewed it and adds them to a list of pricing page visitors.

NEW QUESTION: 27

What is needed for a page action to trigger for a prospect visiting a high value web page?

A. Create an automation rule based on the specific webpage.

B. Add a completion action on the landing page.

C. Adding a page action and Marketing Cloud Account Engagement tracking code on the page.

D. Adding a page action on the form.

Answer: C (LEAVE A REPLY)

Explanation

What is needed for a page action to trigger for a prospect visiting a high value web page is adding a page action and Marketing Cloud Account Engagement tracking code on the page. A page action is a Marketing Cloud Account Engagement feature that allows the administrator to perform certain actions when a prospect views a specific page on the website, such as increasing the score, changing the field value, adding to a list, etc. A page action can be created by entering the URL of the page and selecting the actions to be performed. A Marketing Cloud Account Engagement tracking code is a snippet of code that can be added to the website to track the page views and activities of visitors and prospects on the website. The Marketing Cloud Account Engagement tracking code is required for the page action to work, as it identifies the prospects who visit the page and executes the actions on them. Creating an automation rule, adding a completion action, or adding a page action on the form are not what is needed for a page action to trigger for a prospect visiting a high value web page. An automation rule is a rule that runs in the background and matches prospects based on certain criteria and performs certain actions. An automation rule can use page views as a criterion, but it is not the same as a page action, as it does not depend on a specific URL. A completion action is an action that is triggered when a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. A completion action is not related to a page view, unless the page contains a form or a link. A page action on the form is not possible, as a page action can only be added on a page, not on a form. References [Page Actions] [Marketing Cloud Account Engagement Tracking Code]

NEW QUESTION: 28

How should a user understand how many prospects are currently waiting on a step in an engagement program?

A. Download the report of the program.
B. Click on the step to view its report card.
C. Look at the tooltip above that step.
D. Pause the program and edit the step.
Answer: C (LEAVE A REPLY)
The best way to understand how many prospects are currently waiting on a step in an engagement program is to look at the tooltip above that step. The tooltip will show you the number of prospects that are currently on that step, as well as the number of prospects that have completed that step. You can also see the percentage of prospects that have taken a specific action or followed a specific path from that step. The tooltip is a quick and easy way to get an overview of the performance of each step in your program

NEW QUESTION: 29
What should be enabled on a Marketing Cloud Account Engagement 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
Answer: B (LEAVE A REPLY)
To sign many people up on the same computer at a trade show booth, an Administrator should enable the Kiosk/Data Entry Mode on a Marketing Cloud Account Engagement form. This mode allows multiple form submissions from the same browser without using cookies. It also clears the form fields after each submission and reloads the thank you content. Reference: Marketing Cloud Account Engagement Kiosk/Data Entry Mode

NEW QUESTION: 30
LenoxSoft has a Marketing Cloud Account Engagement form titled "Request a Demo" on their external website.
Which Marketing Cloud Account Engagement report should they use to see how many views their form has received?
A. Conversions Report
B. Landing Page report
C. Form Handler Report
D. Form Report
Answer: (SHOW ANSWER)
If LenoxSoft has a Marketing Cloud Account Engagement form titled "Request a Demo" on their external website, they should use the Form Report to see how many views their form has received (D). The Form Report shows the number of views, submissions, and conversions for each form created in Marketing Cloud Account Engagement. The Conversions Report (A) shows the number of prospects who converted from anonymous

visitors to identified prospects. The Landing Page Report (B) shows the number of views, submissions, and conversions for each landing page created in Marketing Cloud Account Engagement. The Form Handler Report shows the number of submissions and conversions for each form handler created in Marketing Cloud Account Engagement.
Reference: Account Engagement Campaign Reporting

NEW QUESTION: 31
A Marketing Cloud Account Engagement administrator wants to ensure that only a prospects company email address with the format of "name@companyname.com" is captured on their form.
Which data format is recommended for the email field?
A. Text
B. Email with valid server
C. Emails not from ISPs and free email providers
D. Email
Answer: C (LEAVE A REPLY)
Explanation
The recommended data format for the email field to ensure that only a prospect's company email address with the format of "name@companyname.com" is captured on their form is "Emails not from ISPs and free email providers". This option will validate that the email address entered by the prospect is not from a common internet service provider (ISP) or a free email provider, such as Gmail, Yahoo, or Hotmail. This option will help you filter out personal or invalid email addresses and capture more accurate and qualified leads

NEW QUESTION: 32
Form or Form Handler? I want to integrate with a third-party system.
A. Form
B. Form Handler

Answer: B (LEAVE A REPLY)
Explanation
Form handlers are the best option if you want to integrate with a third-party system, such as a payment gateway, a survey tool, or a webinar platform. Form handlers allow you to post data to more than one location, so you can send the prospect information to Marketing Cloud Account Engagement and to the external system at the same time1. You can also use form handlers to connect Marketing Cloud Account Engagement to your existing forms on your website or other platforms

NEW QUESTION: 33
A marketing user pauses an Engagement Studio program and adds a new recipient list.
What will happen to the newly added prospects when the program is resumed?
A. Prospects will not begin the program until all existing prospects reach an end step.
B. Prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps.
C. Prospects will begin the program on the first step regardless of where the existing prospects are In the program.
D. Prospects will skip steps to start the program on the same steps the existing prospects are on.
Answer: (SHOW ANSWER)
Explanation
When a marketing user pauses an Engagement Studio program and adds a new recipient list, the newly added prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps when the program is resumed. This is because Action steps are time-based and cannot be retroactively applied, while Trigger and Rule steps are condition-based and can be applied at any point in the program1. References: 1: [Engagement Studio FAQ]

NEW QUESTION: 34
A prospect is permanently deleted from Marketing Cloud Account Engagement. That prospect then fills out a new Marketing Cloud Account Engagement form and submits their information.
What happens to the prospect?
A. An error message is displayed on the form preventing the prospect from submitting
B. A new prospect is created even though the prospect had previously been permanently deleted.
C. No new prospect is created because the prospect had previously been permanently deleted.
D. The submission of the form retrieves and restores the previously deleted prospect information including activities.
Answer: B (LEAVE A REPLY)

According to the Salesforce documentation, when a prospect is permanently deleted from Marketing Cloud Account Engagement, all the associated data and activities are also deleted and cannot be restored. However, if the prospect fills out a new Marketing Cloud Account Engagement form and submits their information, a new prospect record will be created with the same email address as the deleted one, but without any of the previous data and activities. The new prospect will have a new unique ID and will not be linked to the deleted one in any way. Reference: Salesforce documentation

NEW QUESTION: 35

What is an identified visitor?

A. A visitor whose organization has been identified using a reverse IP lookup.

B. A visitor who has been matched with a Marketing Cloud Account Engagement prospect record.

C. A visitor who has provided their contact Information in a Marketing Cloud Account Engagement form.

D. A visitor who has provided their organization in a Marketing Cloud Account Engagement form.

Answer: C (LEAVE A REPLY)

An identified visitor is a visitor who has provided their contact information in a Marketing Cloud Account Engagement form. This means that the visitor has converted into a prospect and has a record in Marketing Cloud Account Engagement. Marketing Cloud Account Engagement can track the activities and behavior of identified visitors using a cookie that is placed on their browser when they fill out a form. Identified visitors are different from anonymous visitors, who have not provided any contact information and are only tracked by their IP address, and from visitors whose organization has been identified using a reverse IP lookup, who may or may not have a prospect record in Marketing Cloud Account Engagement

NEW QUESTION: 36

What is a good way in Salesforce to verify that a record is syncing to a prospect in Marketing Cloud Account Engagement?

A. The Marketing Cloud Account Engagement sync checkbox is checked

B. The first and last name fields are not empty

C. The Marketing Cloud Account Engagement URL field is not empty

D. The lead/contact URL in Salesforce contains "Marketing Cloud Account Engagement"

Answer: C (LEAVE A REPLY)

1: A good way in Salesforce to verify that a record is syncing to a prospect in Marketing Cloud Account Engagement is to check that the Marketing Cloud Account Engagement URL field is not empty. The Marketing Cloud Account Engagement URL field is a custom field that is added to the lead or contact object in Salesforce when you connect your Marketing Cloud Account Engagement account with your Salesforce CRM. The Marketing

Cloud Account Engagement URL field contains the link to the prospect record in Marketing Cloud Account Engagement that corresponds to the lead or contact record in Salesforce. The Marketing Cloud Account Engagement URL field is populated when a prospect record is synced from Marketing Cloud Account Engagement to Salesforce, or when a lead or contact record is synced from Salesforce to Marketing Cloud Account Engagement. Therefore, if the Marketing Cloud Account Engagement URL field is not empty, it means that the record is syncing to a prospect in Marketing Cloud Account Engagement.

NEW QUESTION: 37

A user is experiencing errors when trying to save their email.
What three items should they check for in order to successfully save their email draft?
Choose 3 answers

A. The email contains a text version
B. The email contains at least one variable tag
C. The email uses dynamic content
D. The email designates a general or specific sender
E. The email contains an unsubscribe link

Answer: A,D,E ([LEAVE A REPLY])

According to the Marketing Cloud Account Engagement Email Basics, there are three mandatory components for an email to be saved in Marketing Cloud Account Engagement: a text version, a sender, and an unsubscribe link. A text version is required for accessibility and deliverability reasons, as some email clients or recipients may not support HTML emails. A sender is required to identify the source of the email and comply with the CAN-SPAM Act. An unsubscribe link is required to allow recipients to opt out of future emails and comply with the GDPR and other privacy regulations. Variable tags, dynamic content, and social posts are optional components that can enhance the personalization and interactivity of the email, but they are not required for saving the email draft.

NEW QUESTION: 38

What is one way a sales rep can convert a visitor to a prospect?

A. The sales rep gives the visitor a phone call.
B. The sales rep increases the visitor s score to 100.
C. The sales rep manually associates the visitor with a prospect.
D. The sales rep walks the visitor through a demo.

Answer: C ([LEAVE A REPLY])

One way a sales rep can convert a visitor to a prospect is by manually associating the visitor with a prospect. A visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A sales rep can use the [Visitor Activity page] in Marketing Cloud Account Engagement to see the visitors who have interacted with your website, and manually associate them with a prospect if they have an email address. This will convert the visitor to a prospect and allow the sales rep to follow up with them. The other options are not ways to convert a visitor to a prospect. Giving the visitor a phone call, increasing the visitor's score, or walking the visitor through a demo are ways to engage with a prospect, but they do not identify the visitor's email address or associate them with a prospect.

NEW QUESTION: 39

Which two considerations must be made when creating a repeating automation rule?
Choose 2 answers

A. Setting how many prospects are allowed to match the repeating automation rule
B. Setting a date for when prospects can no longer match the repeating automation rule
C. Setting how many days must pass before a prospect can match the repeating automation rule
D. Setting the number of times a prospect can match the repeating automation rule

Answer: C,D (LEAVE A REPLY)

A repeating automation rule is a type of automation rule that allows prospects to match the rule more than once, as long as they meet the criteria again. When creating a repeating automation rule, two considerations must be made: setting how many days must pass before a prospect can match the repeating automation rule again , and setting the number of times a prospect can match the repeating automation rule in total (D). These settings help prevent prospects from being over-marketed or receiving duplicate actions. Setting how many prospects are allowed to match the repeating automation rule (A) or setting a date for when prospects can no longer match the repeating automation rule (B) are not available options for repeating automation rules. Reference: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION: 40

What is a good default sales ready lead score?

A. 75
B. 50
C. 200
D. 100

Answer: (SHOW ANSWER)

Explanation

A good default sales ready lead score is 100, as this indicates a high level of interest and engagement from the prospect. Lead scoring is a way of assigning a numerical value to each prospect based on their behavior and profile, such as visiting your website, opening your emails, filling out forms, etc. The higher the score, the more likely the prospect is to buy from you. A lead score of 100 means that the prospect has met all the criteria you have set for a sales ready lead, such as viewing a specific page, requesting a demo, or downloading a white paper. You can customize your lead scoring criteria and thresholds according to your business needs and goals. For more details -> 12

NEW QUESTION: 41

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.

Answer: A,D (LEAVE A REPLY)

The two actions that can cause an anonymous visitor to convert into an identified prospect are submitting a form on a landing page and clicking on a tracked link in an email. An anonymous visitor is a person who visits your website or interacts with your marketing assets, but whose information you have not captured in Marketing Cloud Account Engagement. An identified prospect is a person whose information you have captured in Marketing Cloud Account Engagement, and whose activities you can track and measure. You can convert an anonymous visitor into an identified prospect by capturing their email address, which is used as the unique identifier for the prospect record. You can capture the email address of an anonymous visitor by:

Submitting a form on a landing page. A form is a web element that allows you to collect information from your visitors, such as their name, email, or company. A landing page is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. You can add a form to a landing page to capture leads or convert visitors into prospects. When an anonymous visitor submits a form on a landing page, Marketing Cloud Account Engagement will create a new prospect record with the information provided by the visitor, and associate the previous activities of the visitor with the prospect record4.

Clicking on a tracked link in an email. A tracked link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the visitor to the original URL. You can use tracked links in your emails, social media posts, or banner ads to measure the engagement of your visitors with your online marketing content. When an anonymous visitor clicks on a tracked link in an email, Marketing Cloud Account Engagement will append the email address of the visitor to the URL, and use it to create a new prospect record or update an existing one. Marketing Cloud Account Engagement will also associate the previous activities of the visitor with the prospect record.

NEW QUESTION: 42

A LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form's Thank You Content" when new Marketing Cloud Account Engagement landing page.

What would be the expected behavior when a prospect submits a form designed to show Thank you Content?

A. The prospect will continue to see the form upon submission
B. The discrepancy between the two assets will cause an error
C. The prospect will be redirected to another webpage
D. The form's Thank You Content will still display

Answer: (SHOW ANSWER)

Explanation

If a LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form's Thank You Content" when creating a new Account Engagement landing page, the expected behavior when a prospect submits a form designed to show Thank you Content is that the prospect will be redirected to another webpage. This option overrides the form's Thank you Content and sends the prospect to the specified URL instead.

The prospect will not continue to see the form upon submission (A), nor will the discrepancy between the two assets cause an error (B). The form's Thank you Content will not display (D), as it is replaced by the redirect option. References: Redirect Account Engagement Forms to a Success Page

NEW QUESTION: 43

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

Answer: B (LEAVE A REPLY)

If a form is added to a landing page, the submissions will be reported on the form. A form is a web element that allows you to collect information from your prospects, such as their name, email, or company. A landing page is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. You can add a form to a landing page to capture leads or convert visitors into prospects. When a prospect submits a form on a landing page, the submission data will be recorded on the form report, which shows you the number of views, submissions, errors, and conversion rate of your form

NEW QUESTION: 44

What are the daily system generated emails?

A. Daily prospect activity emails (for all prospects)
B. Daily prospect activity emails (for my prospects)
C. Daily visitor activity emails
D. Prospect assignment notification
E. Daily prospect assignment emails
F. Weekly search marketing email (sent on Mondays)
G. Starred prospect activity alerts

Answer: (SHOW ANSWER)
Explanation
The daily system generated emails are: daily prospect activity emails (for all prospects), daily prospect activity emails (for my prospects), daily visitor activity emails, and daily prospect assignment emails. These are the emails that Marketing Cloud Account Engagement sends to users based on their preferences, which provide a summary of the activities and actions of prospects and visitors on a daily basis. Daily prospect activity emails (for all prospects) show the activities of all prospects in your Marketing Cloud Account Engagement account.
Daily prospect activity emails (for my prospects) show the activities of the prospects that are assigned to you.
Daily visitor activity emails show the activities of the anonymous visitors on your website.
Daily prospect assignment emails show the prospects that have been assigned to you or to other users910 References: 9: Auto generated email - How to guide10: Customizing the System Generated Emails

NEW QUESTION: 45
Which two capabilities are true for completion actions? Choose 2 answers
A. Completion actions are applied retroactively.
B. Completion actions apply to both visitors and prospects
C. Completion actions cannot be applied directly on a landing page.
D. Completion actions do not execute on image file downloads
Answer: C,D (LEAVE A REPLY)
Explanation
According to the Salesforce documentation, the two capabilities that are true for completion actions are: C) Completion actions cannot be applied directly on a landing page, and D) Completion actions do not execute on image file downloads. A completion action is an automation tool that can be used to perform an action after a prospect successfully completes a marketing element, such as clicking a link in an email, submitting a form, or visiting a web page. A completion action can be used to perform actions such as adding a prospect to a list, assigning a prospect to a user, sending an autoresponder email, or adjusting a prospect's score. Completion actions cannot be applied directly on a landing page, as landing pages do not have completion actions.
However, completion actions can be applied on the forms or custom redirects that are embedded on the landing page. Completion actions do not execute on image file downloads, as image file downloads are not considered as completion events. However, completion actions can be executed on other types of file downloads, such as PDFs or Word documents. Completion actions are not applied retroactively, as they are only applied to prospects who complete the marketing element after the completion action is created.

Completion actions do not apply to both visitors and prospects, as they only apply to prospects who have been identified by their email address or their Marketing Cloud Account Engagement tracking cookie.
References: Salesforce documentation

NEW QUESTION: 46
A user wants to increase a prospect's score an additional five points every time a specific form is completed. The score increase should occur upon form submission.
What automation tool should be used to accomplish this?
A. Engagement studio
B. Completion action
C. Custom redirect
D. Segmentation rule
Answer: B (LEAVE A REPLY)
The automation tool that should be used to increase a prospect's score an additional five points every time a specific form is completed is completion action. A completion action is an automated task that is triggered by a certain element in Marketing Cloud Account Engagement, such as a form, a form handler, a custom redirect, a page action, or a file download17. A completion action can perform various actions, such as adjusting score, adding to list, assigning to user, sending autoresponder email, and so on18. A completion action can be added to a form in the fourth step of the form builder tool, and it can be customized to execute only on prospects who meet specific criteria19. A completion action is not retroactive and will only apply to prospects who complete the chosen action moving forward

NEW QUESTION: 47
What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

A. The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement.
B. The Opportunity must have the "Marketing Cloud Account Engagement" record type.
C. The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.
D. The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.
Answer: (SHOW ANSWER)
Explanation
For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. A Contact Role is a way of associating a Contact with an Opportunity, and specifying their role and level of influence in the sales process. Marketing Cloud Account Engagement uses the Contact Role to link the Opportunity to the corresponding prospect, and track their engagement and influence on the Opportunity4.
References: 4:
Opportunity Contact Roles

NEW QUESTION: 48
What step type would be used in engagement studio to add prospects to another engagement studio program's recipient list?
A. Rule
B. End
C. Trigger
D. Action
Answer: D (LEAVE A REPLY)
According to the Salesforce documentation, the step type that would be used in engagement studio to add prospects to another engagement studio program's recipient list is an action. An engagement studio program is a feature that allows users to build, test, and report on automated programs that send targeted emails and perform actions based on prospect behavior and criteria. An engagement studio program consists of steps that define the logic and flow of the program. There are three types of steps: triggers, actions, and rules. A trigger is a step that checks for a prospect's activity, such as opening an email, clicking a link, or submitting a form. An action is a step that performs an action on a prospect, such as sending an email, adjusting a score, or adding to a list. A rule is a step that checks for a prospect's attribute or value, such as score, grade, or field value. To add prospects to another engagement studio program's recipient list, the user can use an action step that adds prospects to a list. The user can then use that list as the recipient list for another engagement studio program. A rule, an end, or a trigger are not the step types that would be used in engagement studio to add prospects to another engagement studio

program's recipient list, as they are related to other functions, such as checking for criteria, ending the program, or checking for activity. Reference: Salesforce documentation

NEW QUESTION: 49

What does Marketing Cloud Account Engagement sync first with Salesforce?

A. Contacts

B. Leads

Answer: A (LEAVE A REPLY)

Explanation

Marketing Cloud Account Engagement syncs first with contacts in Salesforce. Marketing Cloud Account Engagement and Salesforce work together to keep data aligned between the two platforms. Some of the data that syncs bi-directionally are leads, contacts, and campaigns. Some of the data that syncs one-directionally from Salesforce to Marketing Cloud Account Engagement are accounts, opportunities, and tasks. By default, when Marketing Cloud Account Engagement syncs a prospect, Marketing Cloud Account Engagement looks for contacts with a matching email address as first priority. If it doesn't find any, it will look for a matching lead to sync with. If it doesn't find one of those, either, it will create a lead. This ensures that Marketing Cloud Account Engagement does not create duplicate records in Salesforce. You can also configure Marketing Cloud Account Engagement to create contacts or person accounts instead of leads, depending on your preference. For more details -> 678910

NEW QUESTION: 50

What is an automation rule?

A. A rule that automatically creates a list of prospects based on their behavior.

B. A rule that automatically creates a new prospect record when a lead is added to Salesforce.

C. A rule that automatically applies an action to a prospect based on whether they match set criteria.

D. A rule that automatically sends an email to all prospects in a list.

Answer: C (LEAVE A REPLY)

An automation rule is a rule that automatically applies an action to a prospect based on whether they match set criteria. An automation rule consists of two parts: the criteria and the action. The criteria are the conditions that the prospect must meet to trigger the rule, such as having a certain score, grade, or field value. The action is the outcome that the rule will apply to the prospect, such as changing their field value, adding them to a list, or sending them an email. An automation rule can run once or multiple times per prospect, depending on the settings

NEW QUESTION: 51

Which two actions can be used to change a prospect's Marketing Cloud Account Engagement campaign? (Choose two answers.)

A. Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.

B. Add the prospect to a static list.

C. Create a segmentation rule to change the Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.

D. Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record.

Answer: (SHOW ANSWER)

The two actions that can be used to change a prospect's Marketing Cloud Account Engagement campaign are:

Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as changing their Marketing Cloud Account Engagement campaign to the one that is relevant to their attributes or behaviors.

Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record. You can also change a prospect's Marketing Cloud Account Engagement campaign by editing their prospect record and selecting a different campaign from the drop-down menu. This is useful when you want to change the Marketing Cloud Account Engagement campaign for a single prospect or a small group of prospects.

NEW QUESTION: 52

Which two actions can be used to change a prospect's Marketing Cloud Account Engagement campaign?

(Choose two answers.)

A. Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.

B. Add the prospect to a static list.

C. Create a segmentation rule to change the Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.

D. Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record.

Answer: A,D (LEAVE A REPLY)

Explanation

The two actions that can be used to change a prospect's Marketing Cloud Account Engagement campaign are:

* Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria. An automation rule is a rule that runs continuously in

the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as changing their Marketing Cloud Account Engagement campaign to the one that is relevant to their attributes or behaviors.
* Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record. You can also change a prospect's Marketing Cloud Account Engagement campaign by editing their prospect record and selecting a different campaign from the drop-down menu. This is useful when you want to change the Marketing Cloud Account Engagement campaign for a single prospect or a small group of prospects.

NEW QUESTION: 53
What are the benefits of warming up an IP address?
A. Increase Deliverability
B. Avoid IP Blacklisting
C. IPs don't work well when cold
D. Build up email reputation
Answer: A,D (LEAVE A REPLY)
Explanation
Warming up an IP address is the process of gradually increasing the volume of emails sent from a new or cold IP address to establish a good reputation with the Internet Service Providers (ISPs) and avoid being blocked or filtered as spam. Warming up an IP address has two main benefits: increasing deliverability and building up email reputation. Increasing deliverability means that your emails have a higher chance of reaching the inbox of your recipients, rather than being rejected, bounced, or sent to the spam folder. Building up email reputation means that your IP address is recognized as a legitimate and trustworthy sender by the ISPs, and that your emails are compliant with the best practices and standards of email marketing

NEW QUESTION: 54
Which scenario would convert an anonymous visitor into an identified prospect?
A. Creating a Lead in Salesforce which syncs to Marketing Cloud Account Engagement as a new prospect record
B. Scanning the badge of someone who visited a booth at a recent event
C. Submitting a Web2Lead form that is linked to Marketing Cloud Account Engagement via a form handler
D. Opening email sent by a sales rep using the Send Marketing Cloud Account Engagement Email functionality in Salesforce
Answer: C (LEAVE A REPLY)
Explanation
The scenario that would convert an anonymous visitor into an identified prospect is submitting a Web2Lead form that is linked to Account Engagement via a form handler.

This is because a form handler captures the visitor's information and passes it to Account Engagement, where a new prospect record is created. Creating a Lead in Salesforce which syncs to Account Engagement as a new prospect record (A) will not convert an anonymous visitor, as it does not involve any interaction with the visitor. Scanning the badge of someone who visited a booth at a recent event (B) will not convert an anonymous visitor, as it does not involve any online activity that can be tracked by Account Engagement. Opening an email sent by a sales rep using the Send Account Engagement Email functionality in Salesforce (D) will not convert an anonymous visitor, as it requires the visitor to already have a prospect record in Account Engagement. References: Anonymous Visitors

NEW QUESTION: 55
Which two considerations should be kept in mind when using completion actions for list emails? Choose 2 answers
A. Completion actions based on email link clicks only execute once per prospect.
B. Completion actions based on link clicks do not trigger on unsubscribe links or email preference page clicks.
C. Completion actions based on email opens will retroactively apply if added after the email send.
D. Completion actions based on image file downloads only execute once per day.
Answer: (SHOW ANSWER)
When using completion actions for list emails, you should keep in mind that completion actions based on email link clicks only execute once per prospect, and completion actions based on email opens will retroactively apply if added after the email send. These are important considerations because they affect how your completion actions will work and what results you will see. For example, if you want to add a prospect to a list based on a link click, you should know that the completion action will only fire the first time the prospect clicks the link, not every time. Similarly, if you want to change a prospect's score based on an email open, you should know that the completion action will apply to all prospects who opened the email, even if they opened it before you added the completion action

NEW QUESTION: 56
Which two prospect activities trigger a sync from Marketing Cloud Account Engagement to Salesforce? Choose 2 answers
A. Submitting a form
B. Opening an email
C. Clicking a custom redirect
D. Unsubscribing from email
Answer: (SHOW ANSWER)

According to the Salesforce documentation, the two prospect activities that trigger a sync from Marketing Cloud Account Engagement to Salesforce are: A) Submitting a form, and B) Opening an email. A form submission is an activity that occurs when a prospect fills out and submits a Marketing Cloud Account Engagement form or a form handler. An email open is an activity that occurs when a prospect opens an email sent from Marketing Cloud Account Engagement. These two activities will trigger a sync from Marketing Cloud Account Engagement to Salesforce, meaning that the prospect's information and activity data will be updated in Salesforce. A sync from Marketing Cloud Account Engagement to Salesforce happens when a prospect is created or updated in Marketing Cloud Account Engagement, or when a prospect performs a significant activity in Marketing Cloud Account Engagement. Clicking a custom redirect or unsubscribing from email are not activities that trigger a sync from Marketing Cloud Account Engagement to Salesforce, as they are not considered significant activities in Marketing Cloud Account Engagement. A custom redirect is a trackable URL that can be used to measure and report on the clicks of any online content. An unsubscribe is an action that occurs when a prospect opts out of receiving emails from the sender. These two activities will not trigger a sync from Marketing Cloud Account Engagement to Salesforce, unless they are combined with other activities that do trigger a sync, such as submitting a form or opening an email. Reference: Salesforce documentation

NEW QUESTION: 57

Identify the differences between default and custom roles.

A. Default roles are included with Marketing Cloud Account Engagement
B. Custom roles can be edited
C. Default roles can be edited
D. Default roles can be deleted
E. Custom Roles can be created from scratch
F. Custom roles can be created from a default role
G. Default roles are included with Marketing Cloud Account Engagement

Answer: A,B,E,F (LEAVE A REPLY)

Explanation

Default roles are included with Marketing Cloud Account Engagement and cannot be edited or deleted2. Custom roles can be edited and deleted, and can be created from scratch or from a default role2. Custom roles allow you to customize the access and permissions for different types of users in your organization2

NEW QUESTION: 58

In Salesforce, Contacts are deleted if an Opportunity hasn't been closed in 180 days. As a result, the corresponding prospects are marked as[[crm_deleted]] in Marketing Cloud Account Engagement. If the Request a Demo form is completed after that 180 day period, the prospect should be recreated as a Lead.

What automation tool should be used to solve this need?

A. Engagement studio

B. Segmentation rule

C. Automation rule

D. Dynamic list

Answer: A (LEAVE A REPLY)

Explanation

According to the Salesforce documentation, the automation tool that should be used to solve the need of recreating a lead from a prospect that was marked as [[crm_deleted]] in Marketing Cloud Account Engagement is engagement studio. Engagement studio is a feature that allows users to build, test, and report on automated programs that send targeted emails and perform actions based on prospect behavior and criteria.

Engagement studio can be used to create a program that triggers when a prospect submits the Request a Demo form, checks if the prospect is marked as [[crm_deleted]], and recreates the prospect as a lead in Salesforce.

Segmentation rule, automation rule, and dynamic list are not automation tools that can be used to solve the need of recreating a lead from a prospect that was marked as [[crm_deleted]] in Marketing Cloud Account Engagement, as they are related to other aspects of automation, such as segmenting, updating, and listing prospects, but not recreating leads. References: Salesforce documentation

NEW QUESTION: 59

What triggers a prospect record to sync from Marketing Cloud Account Engagement to the CRM? Choose 2 answers

A. Landing page submission

B. Mapping new custom fields

C. Form submission

D. Opening an email

Answer: (SHOW ANSWER)

Explanation

The two activities that trigger a prospect record to sync from Marketing Cloud Account Engagement to the CRM are landing page submission and form submission. A prospect record is a record that contains the information and activities of a potential customer in Marketing Cloud Account Engagement. A sync is a process that updates the data between Marketing Cloud Account Engagement and your CRM system, such as Salesforce or Microsoft Dynamics. A sync can be initiated from Marketing Cloud Account Engagement to the CRM, or from the CRM to Marketing Cloud Account Engagement, depending on the activity or the data change. A landing page submission is an activity that occurs when a prospect fills out a form on a landing page, which is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. A form submission is an activity that occurs when a prospect fills out a form, which is a web element that allows you to collect information from your prospects, such as their name, email, or company. Both landing page submission and form submission trigger a prospect record to sync from Marketing Cloud Account Engagement to the CRM, because they create or update the prospect data in Marketing Cloud Account Engagement, and Marketing Cloud Account Engagement pushes the data to the CRM

NEW QUESTION: 60

Which Marketing Cloud Account Engagement asset would an administrator create to advertise an upcoming event's schedule without requesting information from those who visit?

A. Landing page with a form

B. Landing page with a form handler

C. Email template with a form embedded into the HTML

D. Landing page without a form

Answer: D (LEAVE A REPLY)

A landing page without a form is the Marketing Cloud Account Engagement asset that an administrator would create to advertise an upcoming event's schedule without requesting information from those who visit. A landing page is a web page that can display any content, such as text, images, videos, or links. A form is a web element that can collect information from visitors, such as name, email, or preferences. A landing page with a form, a landing page with a form handler, or an email template with a form embedded into the HTML are not suitable for advertising an event's schedule without requesting information, as they all involve forms that require visitor input3. Reference: 3: [Landing Pages and Forms]

NEW QUESTION: 61

What will undelete a prospect?

A. If the deleted prospect is imported into Marketing Cloud Account Engagement with the same email address

B. If the deleted prospect visits a web page

C. If the deleted prospect re-converts by filling out a form with the same email address

Answer: A,C (LEAVE A REPLY)

You can undelete a prospect if the deleted prospect is imported into Marketing Cloud Account Engagement with the same email address or if the deleted prospect re-converts by filling out a form with the same email address. When you delete a prospect, they are removed from your Marketing Cloud Account Engagement account, but their record is not completely erased. You can restore them by importing them again or by having them fill out a form again, which will update their existing record and undelete them. However, you cannot undelete a prospect if they visit a web page, as this will not trigger any action on their record.

Answer B is incorrect because visiting a web page will not undelete a prospect, as explained above. Reference: Delete Prospects, Undelete Prospects

NEW QUESTION: 62

Which three actions can be taken in an engagement studio program?

Choose 3 answers

A. Add prospect to list

B. Reassign prospect

C. Send email to prospect

D. Notify a user

E. Remove prospect from dynamic list

Answer: (SHOW ANSWER)

An engagement studio program is a tool that allows the Marketing Manager to create and automate a series of steps that guide prospects through a marketing journey. An engagement studio program consists of three types of elements: actions, triggers, and rules. An action is something that the program does to or for the prospect, such as sending an email, adding them to a list, or notifying a user. A trigger is something that the program checks for or waits for the prospect to do, such as opening an email, clicking a link, or submitting a form. A rule is something that the program evaluates about the prospect, such as their score, grade, or field value8 Among the possible actions that can be taken in an engagement studio program, three of them are:

Add prospect to list. This action adds the prospect to a specified list in Account Engagement. This action is useful for segmenting prospects based on their engagement or moving them to a different list for further marketing8 Send email to prospect. This action sends an email to the prospect using an Account Engagement email template. This action is useful for delivering relevant and personalized content to the prospect based on their stage in the journey8 Notify a user. This action sends an email notification to a specified user or user group in Account Engagement or Salesforce. This action is useful for alerting the sales team or other stakeholders about the prospect's engagement or readiness

NEW QUESTION: 63

How many CRM How many CRM connectors can a Marketing Cloud Account Engagement instance have verified at one time?

A. 1
B. 2
C. 5
D. Unlimited

Answer: (SHOW ANSWER)

Explanation

A Marketing Cloud Account Engagement instance can have only one CRM connector verified at one time. A CRM connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your CRM system, such as Salesforce or Microsoft Dynamics. A CRM connector enables bi-directional data sync between Marketing Cloud Account Engagement and your CRM, and allows you to align your marketing and sales processes. You can only have one CRM connector verified at one time, because Marketing Cloud Account Engagement can only sync with one CRM system at a time. If you want to switch to a different CRM system, you need to disconnect your current CRM connector and verify a new one

NEW QUESTION: 64

What information can you find about your competitors in Marketing Cloud Account Engagement?

A. Alexa rank
B. BBB score
C. News article mentions
D. Number of inbound links
E. Number of indexed pages

Answer: A,D,E (LEAVE A REPLY)

Explanation

You can find the following information about your competitors in Marketing Cloud Account Engagement:

Alexa rank, number of inbound links, and number of indexed pages. These are the metrics that Marketing Cloud Account Engagement's competitor website monitoring feature provides, which help you assess how well your competitors' websites are performing in terms of SEO. Alexa rank is a measure of how popular a website is compared to millions of other websites. Number of inbound links is the total number of links from other websites that point to a website. Number of indexed pages is the total number of pages that a website has that are recognized by search engines78 References: 7: Competitor Tracking in Marketing Cloud Account Engagement: 3 Best Practices8: Salesforce Marketing Cloud Account Engagement: How To Maximise ROI in B2B Marketing Automation

NEW QUESTION: 65

A Marketing Cloud Account Engagement user sends out a list email and notices that as a result of the email send, many prospects are now marked as 'Do Not Email'. What metrics in the list email report could help the Marketing Cloud Account Engagement user understand how these prospects may have become unmailable?

A. Total Sent and Suppression Rate

B. Click-Through Rate and Soft Bounces

C. Tracker Domain Verification and Open Rate

D. Total Opt Outs and Hard Bounces

Answer: D (LEAVE A REPLY)

The metrics in the list email report that could help the Account Engagement user understand how these prospects may have become unmailable are Total Opt Outs and Hard Bounces (D). These metrics show the number and percentage of prospects who either opted out of receiving future emails or had their emails bounced back due to a permanent error, such as an invalid email address. These prospects are marked as Do Not Email and cannot be emailed again unless they opt back in. The other metrics (A, B, C) are not directly related to the prospects' mailable status, but rather to the email delivery, performance, and tracking. Reference: List Email Report Metrics

NEW QUESTION: 66

What is the limit of social posting connectors you can create in your Marketing Cloud Account Engagement account?

A. Five accounts per platform

B. One account per user role, per platform

C. There is no limit of accounts per platform

D. One account per platform

Answer: (SHOW ANSWER)

Explanation

There is no limit of social posting connectors you can create in your Marketing Cloud Account Engagement account. Social posting connectors allow you to connect your Marketing Cloud Account Engagement account with your social media accounts, such as Facebook, Twitter, and LinkedIn. You can use social posting connectors to create and schedule social posts from Marketing Cloud Account Engagement, and track the engagement of your prospects with your social media content. You can create as many social posting connectors as you need, and assign them to different users or business units

NEW QUESTION: 67

How many CRM How many CRM connectors can a Marketing Cloud Account Engagement instance have verified at one time?

A. 1

B. 2

C. 5

D. Unlimited

Answer: A (LEAVE A REPLY)

A Marketing Cloud Account Engagement instance can have only one CRM connector verified at one time. A CRM connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your CRM system, such as Salesforce or Microsoft Dynamics. A CRM connector enables bi-directional data sync between Marketing Cloud Account Engagement and your CRM, and allows you to align your marketing and sales processes. You can only have one CRM connector verified at one time, because Marketing Cloud Account Engagement can only sync with one CRM system at a time. If you want to switch to a different CRM system, you need to disconnect your current CRM connector and verify a new one

NEW QUESTION: 68

A prospect believed to be on a drip program did not receive an email. What troubleshooting step could an Administrator take to determine why the prospect did not receive the email?

Choose 3 answers

A. Check the Profile tab to make sure the prospect has the right drip program profile.

B. Check the Audits tab to see if the prospect was on the correct lists when the email was sent.

C. Check the Lifecycle tab to confirm whether the prospect entered the drip program before the email was sent.

D. Check the Overview tab to determine whether the prospect is unmailable.

E. Check the Lists tab to determine whether the prospect is on the recipient list or any suppression lists.

Answer: B,D,E (LEAVE A REPLY)

To troubleshoot why a prospect did not receive an email from a drip program, an Administrator should check the following tabs in Marketing Cloud Account Engagement:

The Audits tab to see if the prospect was on the correct lists when the email was sent. This tab shows the list membership changes and email sends for the prospect.

The Overview tab to determine whether the prospect is unmailable. This tab shows the prospect's email status, which could be opt-out, hard bounce, or do not email.

The Lists tab to determine whether the prospect is on the recipient list or any suppression lists. This tab shows the lists that the prospect belongs to, including any lists that are used to exclude prospects from receiving emails. Reference: Marketing Cloud Account

Engagement Audits Tab, Marketing Cloud Account Engagement Email Statuses, Marketing Cloud Account Engagement Lists

NEW QUESTION: 69

LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in.

Which field type should they leverage?

A. Multi-Select

B. Checkbox

C. Dropdown

D. TextArea

Answer: C ([LEAVE A REPLY])

If LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in, they should leverage the dropdown field type. A dropdown field is a single-select field that allows the prospect to choose one option from a predefined list. A dropdown field can be used to capture information such as product interest, industry, or country. A dropdown field can also be used as a controlling field for dependent fields5. Reference: Marketing Cloud Account Engagement Form Field Types

NEW QUESTION: 70

Does an automation rule ever match a prospect more than once?

A. Yes, automation rules run every time.

B. No, an automation rule will only affect a prospect one time

Answer: ([SHOW ANSWER])

An automation rule can match a prospect more than once if you enable Repeat Rule. Otherwise, an automation rule will only affect a prospect one time.

Explanation:

An automation rule is a criteria-based action that is triggered when a prospect matches the rule. By default, an automation rule will only affect a prospect one time, unless you enable the Repeat Rule option. If you enable the Repeat Rule option, the automation rule can match a prospect more than once, as long as they meet the criteria each time. Automation rules do not run every time, since they are evaluated based on a schedule that you can set. Reference: [Automation Rules], [Repeat Automation Rules]

NEW QUESTION: 71

Users can be imported into Marketing Cloud Account Engagement

A. True

B. False

Answer: ([SHOW ANSWER])

Explanation

Users can be imported into Marketing Cloud Account Engagement from a CSV file or from Salesforce3. You can also manually add users individually or in bulk3. Importing users can help you save time and ensure consistency in your user management3

NEW QUESTION: 72
LenoxSoft's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked.
What insight does this report provide the template designer?
A. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email
B. High click rates indicates that the email subject line should be the focus of the email content.
C. Low click rates encourage the user to optimize content or link placement in other email sends.
D. High open rates indicates that prospects are interacting with the content.
Answer: C (LEAVE A REPLY)
The insight that the Click-Through Rate report provides the template designer is that low click rates encourage the user to optimize content or link placement in other email sends. The Click-Through Rate report shows the percentage of email recipients who clicked on one or more links in the email. This metric indicates how engaging and relevant the email content and links are for the prospects. If the click rates are low, it means that the prospects are not interested in the email content or links, or they are not able to find them easily. The template designer can use this insight to improve the content or link placement in future email sends, such as by using more compelling calls to action, adding more value propositions, or making the links more visible and accessible. The other options are not insights that the Click-Through Rate report provides. Email clicks on the text version of the email are not tracked by Marketing Cloud Account Engagement, so they do not affect the click rates. High click rates do not indicate that the email subject line should be the focus of the email content, as the subject line is more related to the open rates. High open rates do not indicate that prospects are interacting with the content, as they only measure how many prospects opened the email, not how they engaged with it. Reference [Email Metrics Glossary]

NEW QUESTION: 73
Opportunities in Salesforce must be tied to a Contact syncing with Marketing Cloud Account Engagement for them the opportunity to be created in Marketing Cloud Account Engagement.
A. True
B. False
Answer: (SHOW ANSWER)

Explanation
Opportunities in Salesforce must be tied to a contact syncing with Marketing Cloud Account Engagement for them to be created in Marketing Cloud Account Engagement. This means that the opportunity must have at least one contact role in Salesforce, and that contact must be syncing with a prospect in Marketing Cloud Account Engagement. If the opportunity does not have any contact roles, or the contact is not syncing with Marketing Cloud Account Engagement, the opportunity will not be created in Marketing Cloud Account Engagement. This is because Marketing Cloud Account Engagement needs a prospect to associate the opportunity with, and the contact role is the link between the opportunity and the prospect. For more details
-> 91011

NEW QUESTION: 74
None of the above
Email, First Name, and Last Name are required fields in order for GoToWebinar to register a new user to an event.
A. True
B. False
Answer: B (LEAVE A REPLY)
Explanation
Email, First Name, and Last Name are not required fields in order for GoToWebinar to register a new user to an event. GoToWebinar is a web conferencing platform that allows you to host and join online meetings, webinars, and trainings. You can integrate Marketing Cloud Account Engagement with GoToWebinar using the GoToWebinar connector, which allows you to register prospects for GoToWebinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions. However, the only required field for GoToWebinar registration is Email. You can also include other fields, such as First Name, Last Name, Phone, or Company, but they are not mandatory. If you do not include these fields, Marketing Cloud Account Engagement will use the default values from the prospect's record or the connector settings.
Answer A is incorrect because Email, First Name, and Last Name are not required fields in order for GoToWebinar to register a new user to an event, as explained above.
References: [GoToWebinar Connector],
[Set Up the GoToWebinar Connector]

NEW QUESTION: 75
After a prospect completes steps 1-5 of a 10-step engagement studio program, the prospect is added to one of the engagement studio program's suppression lists.
What will happen if the prospect is removed from the suppression list?
A. The prospect will begin the engagement studio program again on step 1.
B. The prospect will be also be removed from the recipient list of the program.

C. The prospect will continue on the engagement studio program onto step 5.
D. The prospect will continue on the engagement studio program onto step 6.
Answer: D (LEAVE A REPLY)
According to the Salesforce documentation, when a prospect is added to a suppression list in an engagement studio program, the prospect is paused from receiving any further emails or actions from the program. However, the prospect's progress in the program is not reset or removed. If the prospect is removed from the suppression list, the prospect will resume the program from where they left off, which is the next step after the last completed step. In this case, the prospect will continue on the engagement studio program onto step 6. Reference: Salesforce documentation

NEW QUESTION: 76
How can a visitor convert to a prospect?
A. Viewing an embedded form
B. Visiting a tracked website
C. Submitting a form on a landing page
D. Receiving a marketing email
Answer: (SHOW ANSWER)
Explanation
The way a visitor can convert to a prospect is by submitting a form on a landing page. A visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A visitor becomes a prospect when they fill out a Marketing Cloud Account Engagement form, which captures their email address and other information. A landing page is a web page that contains a form and a call to action, such as downloading a file or registering for an event. When a visitor submits a form on a landing page, they become a prospect and can be tracked and nurtured by Marketing Cloud Account Engagement. Viewing an embedded form, visiting a tracked website, or receiving a marketing email are not ways to convert a visitor to a prospect, as they do not capture the visitor's email address or identify them as a prospect. References [Visitors and Prospects] [Landing Pages and Forms]

NEW QUESTION: 77

A Marketing Cloud Account Engagement administrator wants to use progressive profiling to collect information on a prospect over time.

What It the recommended Marketing Cloud Account Engagement asset to use?

A. Marketing Cloud Account Engagement landing page without a form

B. Marketing Cloud Account Engagement form

C. Marketing Cloud Account Engagement form handler

D. Third party form

Answer: (SHOW ANSWER)

According to the [Salesforce documentation], the recommended Marketing Cloud Account Engagement asset to use for progressive profiling is a Marketing Cloud Account Engagement form. A Marketing Cloud Account Engagement form is a web form that can be used to collect information from prospects and store it in Marketing Cloud Account Engagement. A Marketing Cloud Account Engagement form can be configured to use progressive profiling, which is a feature that allows the form to display different fields based on the information that is already known about the prospect. This way, the form can collect more information over time, without asking the same questions repeatedly or overwhelming the prospect with too many fields at once. A Marketing Cloud Account Engagement landing page without a form, a Marketing Cloud Account Engagement form handler, or a third party form are not recommended for progressive profiling, as they do not have the same functionality and flexibility as a Marketing Cloud Account Engagement form.

Reference: [Salesforce documentation]

NEW QUESTION: 78

What does the Google Analytics connector allow Marketing Cloud Account Engagement to do?

A. Update the conversion field in Google Analytics.

B. Sync prospects with Google AdWords.

C. Send emails to prospects from Gmail.

D. Append UTM parameters to a prospect record.

Answer: D (LEAVE A REPLY)

Explanation

The Google Analytics connector allows Marketing Cloud Account Engagement to append UTM parameters to a prospect record. UTM parameters are tags that you can add to the end of a URL to track the source, medium, campaign, term, and content of your web traffic. By connecting Marketing Cloud Account Engagement with Google Analytics, you can automatically add UTM parameters to your Marketing Cloud Account Engagement tracked links and sync them with the prospect records. This allows you to see how your prospects are interacting with your online campaigns and measure their effectiveness

NEW QUESTION: 79

A user needs to be able to import and export lists. What user role do you give them?

A. Marketing

B. Sales Manager

C. Sales

D. None of the above

Answer: A ([LEAVE A REPLY])

Explanation

A user needs to be able to import and export lists. The user role that you should give them is Marketing. The Marketing user role has the permission to import and export prospects, as well as create and edit marketing assets, such as forms, landing pages, emails and campaigns. The other user roles, such as Sales Manager, Sales and None of the above, do not have the permission to import and export prospects.

NEW QUESTION: 80

A marketing user wants to send an email template to a prospect list, but the specific email template Isn't available to choose when sanding a new list email.

How should the user resolve this Issue?

A. Edit the list to be available for "Email Sanding"

B. Edit the email template to make it available for "List Emails"

C. Edit the list to be available for "Email Templates"

D. Edit the email template and choose the appropriate list

Answer: B ([LEAVE A REPLY])

According to the Salesforce documentation, the user should resolve the issue of not being able to choose the specific email template when sending a new list email by editing the email template to make it available for "List Emails". An email template is a reusable design that defines the content and layout of an email. An email template can be configured to be available for different types of email sends, such as one-to-one emails, list emails, or autoresponders. A list email is an email that is sent to a specific list of prospects, such as a newsletter or a promotion. To use an email template for a list email, the user must edit the email template and check the box for "List Emails" in the email template settings. This will make the email template available to choose when sending a new list email. Editing the list to be available for "Email Sending", "Email Templates", or editing the email template and choosing the appropriate list are not the correct ways to resolve the issue of not being able to choose the specific email template when sending a new list email, as they are either irrelevant or incorrect options for the list or the email template settings. Reference: Salesforce documentation

NEW QUESTION: 81
Which three activities can be used to trigger an increase or decrease in a prospect's score? (Choose three answers.)
A. Unsubscribing from an email
B. Printing an email
C. Clicking a link in an email
D. Opening an email
E. Forwarding an email
Answer: A,C,D (LEAVE A REPLY)
The three activities that can be used to trigger an increase or decrease in a prospect's score are unsubscribing from an email, clicking a link in an email, and opening an email. A prospect's score is a numerical value that indicates their level of interest in your products or services. You can use scoring rules to assign positive or negative points to prospects based on their actions, such as opening an email, clicking a link, or filling out a form. You can also use scoring categories to assign points based on specific products, services, or business units. Unsubscribing from an email, clicking a link in an email, and opening an email are all examples of actions that can affect a prospect's score

NEW QUESTION: 82
A marketing user has created an email content record using the enhanced Pardot email experience.
How can they send this email in an engagement program?
A. Select the desired engagement program from the email
B. Copy the email HTML and recreate it as an email template Pardot.
C. Convert the email content record to an email template.
D. Activate the email for use in automation.
Answer: C (LEAVE A REPLY)
In Salesforce Pardot's enhanced email experience, the process to use a created email content in an engagement program requires converting the email content into an email template.
Convert the email content record to an email template: This functionality allows marketers to leverage the rich content created in the email content record format and utilize it within the structured framework of an engagement program. The conversion process standardizes the email content into a template format, which can then be seamlessly integrated into various Pardot automation tools including engagement programs. This ensures that the aesthetic and functional integrity of the email content is maintained across different marketing campaigns and workflows.
Options such as selecting the engagement program directly from the email or activating the email for use in automation do not align with Pardot's current capabilities regarding email integration in engagement programs, as they require the email to be in a template format to be used effectively.

NEW QUESTION: 83

Your client wants to filter out their own IP address that is currently skewing their results.
What do you recommend they use?

A. An Automation Rule

B. Add rules to the Marketing Cloud Account Engagement tracking code.

C. Completion Actions with a filter

D. Visitor Filters

Answer: (SHOW ANSWER)

Explanation

You can use visitor filters to filter out your own IP address that is currently skewing your results. Visitor filters are rules that allow you to exclude certain IP addresses or ranges from your visitor data and reports. This can help you avoid counting your own visits or those of your employees, partners, or vendors as prospects and skewing your analytics. You can create visitor filters by entering the IP addresses or ranges that you want to exclude in the administration settings.

Answer A is incorrect because you cannot use an automation rule to filter out your own IP address. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use automation rules to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not filtering them out. Answer B is incorrect because you cannot add rules to the Marketing Cloud Account Engagement tracking code to filter out your own IP address. The Marketing Cloud Account Engagement tracking code is a snippet of JavaScript code that you can add to your website pages to track visitor and prospect activity. You can customize the tracking code to enable or disable certain features, such as first-party cookies, campaign tracking, or opt-in preferences, but not visitor filters. Answer C is incorrect because you cannot use completion actions with a filter to filter out your own IP address. A completion action is a task that is performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not filtering them out. References: [Visitor Filters], [Automation Rules], [Marketing Cloud Account Engagement Tracking Code], Completion Actions

NEW QUESTION: 84

LenoxSoft uses a custom account field in Salesforce and wants to use it for segmentation in Marketing Cloud Account Engagement.
What should an administrator do to be able to use the custom field in Marketing Cloud Account Engagement?

A. Edit an existing default account field m Marketing Cloud Account Engagement and map it to the account file m Salesforce.

B. Make no changes. Only default account fields can sync to Marketing Cloud Account Engagement.
C. Create a custom account field in Marketing Cloud Account Engagement and map it to the account field in Salesforce.
D. Map the account field in Salesforce to a contact field that is already syncing with Marketing Cloud Account Engagement.
Answer: C (LEAVE A REPLY)
Explanation
The correct way to use a custom account field in Salesforce for segmentation in Marketing Cloud Account Engagement is to create a custom account field in Marketing Cloud Account Engagement and map it to the account field in Salesforce. This will allow you to sync the data between the two systems and use the custom field as a segmentation criterion in Marketing Cloud Account Engagement. You can create a custom account field in Marketing Cloud Account Engagement by going to Settings > Object and Field Configuration > Prospect Account Fields > Add Custom Field. Then, you can map it to the corresponding account field in Salesforce by selecting it from the drop-down menu

NEW QUESTION: 85
A prospect with a Marketing Cloud Account Engagement score over 100 can view and opt out of a list on the Marketing Cloud Account Engagement Email Preference Center. The following month, the prospect's score falls below 100, so they are removed from the list and can no longer view that list on the Email Preference Center.
Which two characteristics must be true of that list?
Choose 2 answers
A. It is a Static List
B. It is a Dynamic List
C. It is a CRM Visible List
D. It is a Public List
Answer: A,C (LEAVE A REPLY)
The two characteristics that must be true of the list that the prospect can view and opt out of on the Marketing Cloud Account Engagement Email Preference Center are that it is a Static List and that it is a CRM Visible List. A Static List is a list that is manually populated by the marketer or the prospect. A prospect can opt out of a Static List by clicking on the unsubscribe link in an email or by visiting the Email Preference Center and deselecting the list. A CRM Visible List is a list that is synced with a Salesforce campaign and can be viewed and reported on in Salesforce. A prospect can be removed from a CRM Visible List if they no longer meet the criteria of the Salesforce campaign, such as having a certain score or status. Option B is not correct because a Dynamic List is a list that is automatically populated by Marketing Cloud Account Engagement based on criteria that match prospect fields. A prospect cannot opt out of a Dynamic List, but they can be removed from the list if they no longer meet the criteria. Option D is not correct because a

Public List is a list that is visible on the Email Preference Center and can be opted in or out by the prospect. A Public List can be either a Static List or a Dynamic List, but it is not a characteristic that affects the prospect's removal from the list. Reference: Marketing Cloud Account Engagement Email Preference Center Best Practices - Salesforce Ben, Create a Custom Email Preference Center Page - Salesforce, Crafting Clear Marketing Communication with Marketing Cloud Account Engagement Email Preference Centers

NEW QUESTION: 86

What would a hard bounce refer to on an email sending report?

A. An email that is recognized, but returned to the sender because the recipient's mailbox is full.

B. An email that is recognized, but returned to the sender because the mail server is temporarily unavailable

C. An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.

D. An email that permanently bounced back to the sender because the address is invalid.

Answer: (SHOW ANSWER)

A hard bounce refers to an email that permanently bounced back to the sender because the address is invalid. A hard bounce occurs when the prospect's email address is incorrect, the domain name does not exist, or the sender is suspected as spam and/or has been blocked7. Marketing Cloud Account Engagement marks prospects with hard bounces as undeliverable and prevents any further email sends to them8. A hard bounce is different from a soft bounce, which is a temporary delivery failure due to reasons such as a full mailbox, a server outage, or a message size limit9. Marketing Cloud Account Engagement retries sending emails to prospects with soft bounces until they are delivered or until they reach five soft bounces, after which they are marked as undeliverable

NEW QUESTION: 87

How can an action be applied to a prospect who views a specific page of a website?

A. Through completion actions

B. Through automation rules

C. Through scoring

D. Through page actions

E. None of the above

Answer: (SHOW ANSWER)

You can apply an action to a prospect who views a specific page of a website through a page action. A page action is a task that is performed when a prospect views a page that matches a certain URL or wildcard. You can use page actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags. You can also use page actions to track and report on the performance of specific pages on your website.

Answer A is incorrect because you cannot apply an action to a prospect who views a specific page of a website through a completion action. A completion action is a task that is performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect, not after they view a page. Answer B is incorrect because you cannot apply an action to a prospect who views a specific page of a website through an automation rule. An automation rule is a criteria-based action that is triggered when a prospect matches the rule, not when they view a page. Answer C is incorrect because you cannot apply an action to a prospect who views a specific page of a website through scoring. Scoring is a numerical value that indicates the level of interest or engagement of a prospect in your products or services, not a way to perform actions on prospects. Answer E is incorrect because none of the above is not a valid answer, as explained above. Reference: [Page Actions], [Completion Actions], [Automation Rules], Scoring

NEW QUESTION: 88

If a prospect clicks on a custom redirect after filling out a form, will the prospect's assigned Marketing Cloud Account Engagement campaign change?

A. Yes, but only if the Marketing Cloud Account Engagement completion action for the custom redirect is set to change the campaign.

B. No, a Marketing Cloud Account Engagement campaign will always stay the same since it's a first touchpoint.

C. Yes, the Marketing Cloud Account Engagement campaign will change based on the page the custom redirect links to.

D. No, it's not possible to change a Marketing Cloud Account Engagement campaign by clicking on a custom redirect.

Answer: (SHOW ANSWER)

Explanation

A custom redirect is a special URL that tracks link clicks and conversions for any online marketing content. If a prospect clicks on a custom redirect after filling out a form, the prospect's assigned Marketing Cloud Account Engagement campaign will change only if the Marketing Cloud Account Engagement completion action for the custom redirect is set to change the campaign. Otherwise, the prospect's campaign will remain the same, since it is based on the first touchpoint. The page that the custom redirect links to does not affect the prospect's campaign. References: Custom Redirects, Completion Actions, [Marketing Cloud Account Engagement Campaigns]

NEW QUESTION: 89

What will undelete a prospect?

A. If the deleted prospect is imported into Marketing Cloud Account Engagement with the same email address

B. If the deleted prospect visits a web page

C. If the deleted prospect re-converts by filling out a form with the same email address

Answer: A,C (LEAVE A REPLY)

Explanation

You can undelete a prospect if the deleted prospect is imported into Marketing Cloud Account Engagement with the same email address or if the deleted prospect re-converts by filling out a form with the same email address. When you delete a prospect, they are removed from your Marketing Cloud Account Engagement account, but their record is not completely erased. You can restore them by importing them again or by having them fill out a form again, which will update their existing record and undelete them. However, you cannot undelete a prospect if they visit a web page, as this will not trigger any action on their record.

Answer B is incorrect because visiting a web page will not undelete a prospect, as explained above.

References: Delete Prospects, Undelete Prospects

NEW QUESTION: 90

What editions of Salesforce can sync with Marketing Cloud Account Engagement?

A. Enterprise Edition and lower

B. Standard Edition and higher

C. Professional Edition and higher

Answer: (SHOW ANSWER)

Explanation

According to the Salesforce documentation, the editions of Salesforce that can sync with Marketing Cloud Account Engagement are: C) Professional Edition and higher. A sync between Salesforce and Marketing Cloud Account Engagement is a feature that allows users to connect and exchange data between the two platforms, such as leads, contacts, accounts, campaigns, or opportunities. A sync between Salesforce and Marketing Cloud Account Engagement can be configured by the administrator in the connector settings, and it can be customized for different objects, fields, or actions. A sync between Salesforce and Marketing Cloud Account Engagement can help users to keep their data consistent and accurate, to automate their sales and marketing processes, and to measure and optimize their performance and results. A sync between Salesforce and Marketing Cloud Account Engagement can be done with different editions of Salesforce, depending on the features and functionalities that the user needs. The editions of Salesforce that can sync with Marketing Cloud Account Engagement are: Professional Edition, Enterprise Edition, Unlimited Edition, and Performance Edition. These editions of Salesforce can sync with Marketing Cloud Account Engagement, and they can also access additional features, such as custom objects, multiple scoring categories, or B2B Marketing Analytics.

The edition of Salesforce that cannot sync with Marketing Cloud Account Engagement is: Standard Edition.

This edition of Salesforce does not have the ability to sync with Marketing Cloud Account Engagement, and it does not have access to the additional features that the other editions have. Therefore, the user needs to upgrade to a higher edition of Salesforce if they want to sync with Marketing Cloud Account Engagement and use the advanced features.
References: Salesforce documentation

NEW QUESTION: 91
What step type would be used in engagement studio to add prospects to another engagement studio program's recipient list?
A. Rule
B. End
C. Trigger
D. Action
Answer: (SHOW ANSWER)
Explanation
According to the Salesforce documentation, the step type that would be used in engagement studio to add prospects to another engagement studio program's recipient list is an action. An engagement studio program is a feature that allows users to build, test, and report on automated programs that send targeted emails and perform actions based on prospect behavior and criteria. An engagement studio program consists of steps that define the logic and flow of the program. There are three types of steps: triggers, actions, and rules. A trigger is a step that checks for a prospect's activity, such as opening an email, clicking a link, or submitting a form.
An action is a step that performs an action on a prospect, such as sending an email, adjusting a score, or adding to a list. A rule is a step that checks for a prospect's attribute or value, such as score, grade, or field value. To add prospects to another engagement studio program's recipient list, the user can use an action step that adds prospects to a list. The user can then use that list as the recipient list for another engagement studio program. A rule, an end, or a trigger are not the step types that would be used in engagement studio to add prospects to another engagement studio program's recipient list, as they are related to other functions, such as checking for criteria, ending the program, or checking for activity. References: Salesforce documentation

NEW QUESTION: 92
A marketer performs the following actions:
* Creates a list and adds three prospects
* Deletes one of the three prospects to the Recycle Bin
* Deletes the list
What would happen as a result of these actions?
A. The list is archived to the Recycle Bin and the deleted prospect is restored.
B. The list is not deleted because it contains active prospects.
C. The list and the two remaining prospects are archived to the Recycle Bin.
D. The list is archived to the Recycle Bin, but the two remaining prospects are not deleted.
Answer: D (LEAVE A REPLY)
Explanation
When a marketer deletes a list and a prospect from Marketing Cloud Account Engagement, the list is archived to the Recycle Bin, but the two remaining prospects are not deleted. The list can be restored from the Recycle Bin within 30 days, but the deleted prospect cannot be restored unless it is manually re-imported or re-created.
The two remaining prospects are still active in Marketing Cloud Account Engagement and can be found in the All Prospects list or other lists they belong to. Option A is not correct because deleting a list does not restore a deleted prospect. Option B is not correct because a list can be deleted even if it contains active prospects.
Option C is not correct because deleting a list does not delete the prospects in the list.
References: Marketing Cloud Account Engagement Recycle Bin 101 - Salesforce Dani, Go Green with Marketing Cloud Account Engagement's Recycle Bin Nebula Consulting

NEW QUESTION: 93
On which two types of domains does Marketing Cloud Account Engagement set cookies?
(Choose two answers.)
A. Marketing Cloud Account Engagement domains
B. Tracker domains
C. Mobile domains
D. Social media domains
Answer: A,B (LEAVE A REPLY)
Explanation
The two types of domains that Marketing Cloud Account Engagement sets cookies on are Marketing Cloud Account Engagement domains and Tracker domains. Cookies are small

pieces of data that are stored on your browser when you visit a website, and they can be used to track your online behavior and preferences.
Marketing Cloud Account Engagement sets cookies on two types of domains:
* Marketing Cloud Account Engagement domains are domains that are hosted by Marketing Cloud Account Engagement, such as go.Marketing Cloud Account Engagement.com or pi.Marketing Cloud Account Engagement.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who interact with your marketing assets, such as forms, landing pages, or custom redirects.
* Tracker domains are domains that are owned by you, but are verified and authenticated by Marketing Cloud Account Engagement, such as yourcompany.com or yourblog.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who visit your website, such as page views, time spent, or bounce rate.

NEW QUESTION: 94
Opportunities in Salesforce must be tied to a Contact syncing with Marketing Cloud Account Engagement for them the opportunity to be created in Marketing Cloud Account Engagement.
A. True
B. False
Answer: A (LEAVE A REPLY)
Opportunities in Salesforce must be tied to a contact syncing with Marketing Cloud Account Engagement for them to be created in Marketing Cloud Account Engagement. This means that the opportunity must have at least one contact role in Salesforce, and that contact must be syncing with a prospect in Marketing Cloud Account Engagement. If the opportunity does not have any contact roles, or the contact is not syncing with Marketing Cloud Account Engagement, the opportunity will not be created in Marketing Cloud Account Engagement. This is because Marketing Cloud Account Engagement needs a prospect to associate the opportunity with, and the contact role is the link between the opportunity and the prospect. For more details -> 91011

NEW QUESTION: 95
What is Lead Qualification? (select two)
A. The process of determining when a prospect is ready for follow up from your sales team.
B. An automated set of actions that ensures your sales team gets a steady stream of purchase-ready prospects.
C. The process of determining when a prospect is ready for follow up from your marketing team.
Answer: (SHOW ANSWER)

Lead qualification is the process of identifying and organizing potential customers best-suited for your products or services and who will most likely make a purchase. Lead qualification involves two main steps: determining when a prospect is ready for follow up from your sales team and determining when a prospect is ready for follow up from your marketing team. The first step is to assess the prospect's level of interest, need, budget, and authority to buy your product or service. This can be done using various lead qualification frameworks and criteria, such as BANT, CHAMP, or MEDDIC. The second step is to nurture the prospect with relevant and personalized content until they are ready to buy. This can be done using various lead nurturing strategies and tools, such as email marketing, content marketing, or marketing automation

NEW QUESTION: 96

LenoxSoft enabled the "Always Display Form After Submission" setting on their Marketing Cloud Account Engagement form.

What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

A. The prospect would receive an error message.

B. The form would be displayed on the page once again.

C. The prospect would be redirected to a thank-you page.

D. The thank-you content would continue to be shown.

Answer: (SHOW ANSWER)

The expected behavior if a prospect refreshes the page after initially submitting the form with the "Always Display Form After Submission" setting enabled is that the form would be displayed on the page once again (B). This setting allows the form to be submitted multiple times by the same prospect, which is useful for fields that are set to always be displayed, such as reporting issues or comments. The prospect would not receive an error message (A), be redirected to a thank-you page , or see the thank-you content (D), as these options are not compatible with the "Always Display Form After Submission" setting. Reference: Account Engagement Form Troubleshooting and FAQ

NEW QUESTION: 97

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.

Answer: A,D (LEAVE A REPLY)

Explanation

The two actions that can cause an anonymous visitor to convert into an identified prospect are submitting a form on a landing page and clicking on a tracked link in an email. An

anonymous visitor is a person who visits your website or interacts with your marketing assets, but whose information you have not captured in Marketing Cloud Account Engagement. An identified prospect is a person whose information you have captured in Marketing Cloud Account Engagement, and whose activities you can track and measure. You can convert an anonymous visitor into an identified prospect by capturing their email address, which is used as the unique identifier for the prospect record. You can capture the email address of an anonymous visitor by:
* Submitting a form on a landing page. A form is a web element that allows you to collect information from your visitors, such as their name, email, or company. A landing page is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. You can add a form to a landing page to capture leads or convert visitors into prospects. When an anonymous visitor submits a form on a landing page, Marketing Cloud Account Engagement will create a new prospect record with the information provided by the visitor, and associate the previous activities of the visitor with the prospect record4.
* Clicking on a tracked link in an email. A tracked link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the visitor to the original URL. You can use tracked links in your emails, social media posts, or banner ads to measure the engagement of your visitors with your online marketing content. When an anonymous visitor clicks on a tracked link in an email, Marketing Cloud Account Engagement will append the email address of the visitor to the URL, and use it to create a new prospect record or update an existing one. Marketing Cloud Account Engagement will also associate the previous activities of the visitor with the prospect record.

NEW QUESTION: 98
Which three triggers could be used to define a prospects path in an engagement studio program?
Choose 3 answers
A. List membership
B. Email open
C. Custom redirect click
D. File download
E. Prospect grade
Answer: A,B,C ([LEAVE A REPLY](#))
In Engagement Studio programs within Pardot, the paths that prospects take can be defined by various triggers based on their actions or statuses. The following are valid triggers:
List membership: This trigger checks if the prospect belongs to a specific list, allowing for tailored engagements based on list segmentation.
Email open: This monitors whether a prospect has opened an email, serving as a behavioral trigger for further actions.

Custom redirect click: This trigger checks if the prospect has clicked on a custom redirect link, which is often used to track engagement with specific content or calls to action. These triggers help in dynamically steering prospects through different paths based on their interactions with marketing materials.

NEW QUESTION: 99

When is a prospect automatically removed from future email sends?

A. Soft Bounce

B. Hard Bounce

C. Any Bounce

D. None

E. After 5 Soft Bounces

Answer: B,E (LEAVE A REPLY)

Explanation

A prospect is automatically removed from future email sends when they either hard bounce or soft bounce five times. A hard bounce occurs when an email is permanently rejected by the recipient's server, usually because the email address is invalid, non-existent, or blocked. A soft bounce occurs when an email is temporarily rejected by the recipient's server, usually because the mailbox is full, the server is down, or the message is too large. A hard bounce indicates that the email address is no longer valid and should be removed from your list. A soft bounce indicates that the email address may still be valid, but there is a temporary issue that prevents the delivery. However, after five soft bounces, Marketing Cloud Account Engagement will mark the prospect as undeliverable and stop sending emails to them

NEW QUESTION: 100

You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record.

A. True

B. False

Answer: A (LEAVE A REPLY)

According to the Salesforce documentation, the answer is true. You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record. The Insight section is a feature that shows the key information and metrics of a prospect in Marketing Cloud Account Engagement. The Insight section can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different data for the prospect, such as score, grade, assigned user, or recent interaction. The score is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. The grade is a letter value that indicates the level of fit of a prospect, based on their attributes, such as industry, job title, location, or company size. The assigned user is the user who is responsible for the prospect, and who can view and edit the prospect's information. The recent interaction is the latest action or event that the prospect has performed or received, such as opening an email, clicking a link, or registering for a webinar. The Insight section can help users to quickly and easily view the most important information and metrics of a prospect, and to take actions based on the data. Reference: Salesforce documentation

NEW QUESTION: 101

A Marketing Cloud Account Engagement administrator wants to use progressive profiling to collect information on a prospect over time.

What It the recommended Marketing Cloud Account Engagement asset to use?

A. Marketing Cloud Account Engagement landing page without a form

B. Marketing Cloud Account Engagement form

C. Marketing Cloud Account Engagement form handler

D. Third party form

Answer: B (LEAVE A REPLY)

Explanation

According to the [Salesforce documentation], the recommended Marketing Cloud Account Engagement asset to use for progressive profiling is a Marketing Cloud Account Engagement form. A Marketing Cloud Account Engagement form is a web form that can be used to collect information from prospects and store it in Marketing Cloud Account Engagement. A Marketing Cloud Account Engagement form can be configured to use progressive profiling, which is a feature that allows the form to display different fields based on the information that is already known about the prospect. This way, the form can collect more information over time, without asking the same questions repeatedly or overwhelming the prospect with too many fields at once. A Marketing Cloud Account Engagement landing page without a form, a Marketing Cloud Account Engagement form handler, or a third party form are not recommended for progressive profiling, as they do not have the same functionality and flexibility as a Marketing Cloud Account Engagement form.

References:

[Salesforce documentation]

NEW QUESTION: 102

Which Salesforce field type is unsupported for syncing with Marketing Cloud Account Engagement?

A. Lookup

B. Picklist

C. Number

D. Formula

Answer: (SHOW ANSWER)

The Salesforce field type that is unsupported for syncing with Marketing Cloud Account Engagement is Lookup. Lookup fields are fields that allow you to create a relationship between two objects in Salesforce, such as Account and Contact. Marketing Cloud Account Engagement does not support syncing Lookup fields, because they are not compatible with Marketing Cloud Account Engagement's data model and could cause data inconsistencies or errors. Marketing Cloud Account Engagement supports syncing most other Salesforce field types, such as Text, Number, Picklist, and Formula.

NEW QUESTION: 103

What is a capability of a completion action?

A. Send a list email to a prospect

B. Remove a prospect from a list

C. Increase a prospect's grade

D. Adjust a prospect's account field

Answer: B (LEAVE A REPLY)

A completion action is a type of action that allows marketers to define what happens after a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. One of the capabilities of a completion action is to remove a prospect from a list. This can be useful for managing list membership, suppressing prospects from future sends, or moving prospects to different lists based on their behavior. A completion action cannot send a list email to a prospect, increase a prospect's grade, or adjust a prospect's account field2. Reference: 2: Completion Actions

NEW QUESTION: 104

New prospects match a dynamic lists rule criteria. This dynamic list is used as a recipient list on an engagement studio program.

What will happen to the new prospects if the program is currently running and the prospects have not run through the engagement studio program before?

A. The prospects are added to the program, but do NOT start processing until the program is paused and restarted.

B. The prospects remain on the list, but are NOT added to the program until the next day.

C. The prospects are added to the program, but wait for a user to manually select them to process.

D. The prospects are added to the program and automatically start processing through the program.

Answer: D (LEAVE A REPLY)

Explanation

The correct answer is that the prospects are added to the program and automatically start processing through the program. This is because dynamic lists are constantly updated based on the criteria that you define, and if a dynamic list is used as a recipient list on an

engagement studio program, any new prospects that match the criteria will be added to the program as soon as they are synced to Marketing Cloud Account Engagement.
They will not wait for the program to be paused, restarted, or manually selected. They will start from the first step of the program and follow the path according to their actions and rules

NEW QUESTION: 105
LenoxSoft wants the "State" field to appear in real-time whenever a prospect selects "United States" for the
"Country" field when completing their Marketing Cloud Account Engagement form.
Which form feature should be utilized?
A. Progressive Profiling
B. Email Validation
C. Kiosk/Data Entry Mode
D. Dependent fields
Answer: (SHOW ANSWER)
Explanation
If LenoxSoft wants the "State" field to appear in real-time whenever a prospect selects "United States" for the
"Country" field when completing their Marketing Cloud Account Engagement form, they should use the dependent fields feature in Marketing Cloud Account Engagement.
Dependent fields allow you to display or hide certain fields based on the value of another field. For example, if the prospect chooses "United States" as the country, the state field will appear as a dropdown with the list of states. If the prospect chooses another country, the state field will be hidden2. References: Marketing Cloud Account Engagement Dependent Fields

NEW QUESTION: 106
What Information does the tooltip above each step on the engagement studio program report provide?
A. High-level metrics only for prospects waiting to complete each step
B. High-level metrics only for prospects who have completed the step
C. High-level metrics only for prospects who left the program at each step
D. High-level metrics only for prospects who have skipped each step
Answer: B (LEAVE A REPLY)
Explanation
According to the Salesforce documentation, the information that the tooltip above each step on the engagement studio program report provides is high-level metrics only for prospects who have completed the step. An engagement studio program report is a report that shows the performance and results of an engagement program, such as the number of prospects, emails, and conversions. The tooltip above each step on the program report

shows the number and percentage of prospects who have completed that step, as well as the number and percentage of prospects who have taken the positive, negative, or neutral path after that step.
The tooltip does not show the metrics for prospects who are waiting to complete, who have left, or who have skipped each step, as these are shown in other sections of the report.
References: Salesforce documentation

NEW QUESTION: 107
What could cause standard sync actions from occurring?
A. A large sync queue
B. Connector is not verified or has become unverified
C. Salesforce API limit has been reached
D. All of the above
Answer: (SHOW ANSWER)
Explanation
All of the above options could cause standard sync actions from occurring. A large sync queue means that there are many prospects waiting to be synced between Marketing Cloud Account Engagement and Salesforce, which could delay or prevent the sync process. A connector that is not verified or has become unverified means that the authentication between Marketing Cloud Account Engagement and Salesforce has failed, which could interrupt the sync process. A Salesforce API limit that has been reached means that the number of API calls that Salesforce allows per day has been exceeded, which could stop the sync process34 References: 3: Salesforce Marketing Cloud Account Engagement Consultant Certification Flashcards4: Salesforce Certified Marketing Cloud Account Engagement Consultant Exam Flashcards

NEW QUESTION: 108

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.
Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process?
Choose one answer

A. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.

B. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.

C. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.

D. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

Answer: C (LEAVE A REPLY)

Explanation
The sequence of steps that the Marketing Cloud Account Engagement Administrator should take to automate this process is to enable Visitor Filters for a specific IP range and enable Send daily visitor activity emails.
Visitor Filters allow you to filter out the internal traffic from your website analytics, such as your own employees or vendors. By filtering out a specific IP range, you can ensure that only external visitors are tracked by Marketing Cloud Account Engagement. Send daily visitor activity emails allow you to receive a daily email with a list of all the visitors who have visited your website in the past 24 hours, along with their company name, location, and pages viewed. By enabling this feature, you can share the list of external visitors with the regional sales managers automatically

NEW QUESTION: 109

What information cannot be displayed as a graph (line or bar) on the dashboard?

A. Prospects Created

B. Conversions

C. Opportunities Created

D. Opportunities Lost

E. All Prospects

Answer: A,B (LEAVE A REPLY)

According to the Salesforce documentation, the information that cannot be displayed as a graph (line or bar) on the dashboard are: A) Prospects Created, and B) Conversions. The dashboard is a feature that shows the overview and performance of the marketing activities and campaigns in Marketing Cloud Account Engagement. The dashboard can be accessed from the Dashboard tab in Marketing Cloud Account Engagement, and it can show different data and metrics for the marketing elements, such as emails, forms, landing pages, or opportunities. The dashboard can display some of the information as graphs (line or bar), such as opportunities created, opportunities won, opportunities lost, or all

prospects. The graphs can help users to visualize and compare the trends and changes of the information over time, and to filter or export the graphs. The dashboard cannot display some of the information as graphs (line or bar), such as prospects created or conversions. The prospects created information shows the number of prospects that were added to Marketing Cloud Account Engagement in a given time period, and it can be displayed as a table or a chart, but not as a graph. The conversions information shows the number of visitors that were converted to prospects in a given time period, and it can be displayed as a table or a chart, but not as a graph. These types of information are not suitable for displaying as graphs, as they are either too granular or too static for the data visualization.
Reference: Salesforce documentation

NEW QUESTION: 110
How many times can one automation rule match an individual prospect?
A. 2
B. 3
C. 1
D. 4
Answer: C (LEAVE A REPLY)
One automation rule can match an individual prospect only once. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as adding them to a list, assigning them to a user, or changing their field values. However, an automation rule can only match a prospect once in its lifetime, even if the prospect meets the criteria again later. This prevents duplicate or conflicting actions from being applied to the same prospect

NEW QUESTION: 111
What is the limit of social posting connectors you can create in your Marketing Cloud Account Engagement account?
A. Five accounts per platform
B. One account per user role, per platform
C. There is no limit of accounts per platform
D. One account per platform
Answer: C (LEAVE A REPLY)
There is no limit of social posting connectors you can create in your Marketing Cloud Account Engagement account. Social posting connectors allow you to connect your Marketing Cloud Account Engagement account with your social media accounts, such as Facebook, Twitter, and LinkedIn. You can use social posting connectors to create and schedule social posts from Marketing Cloud Account Engagement, and track the engagement of your prospects with your social media content. You can create as many

social posting connectors as you need, and assign them to different users or business units

NEW QUESTION: 112

Why should you set a form to Always Display?

A. To always show the form when someone returns to the page.

B. To get a higher form conversion rate

C. To prevent spammers from filling out the form

D. To ensure the prospect gets scored and graded.

Answer: (SHOW ANSWER)

Explanation

Forms are web forms that capture prospect information and allow you to perform actions based on the form submission. You can set a form to Always Display, which means that the form will always show when someone returns to the page, even if they have already filled out the form before. This option is useful if you want to allow prospects to update their information or submit the form multiple times. Setting a form to Always Display does not affect the form conversion rate, prevent spammers from filling out the form, or ensure the prospect gets scored and graded. Those factors depend on other settings and criteria.

References: Forms and Form Handlers, Form Display Options

NEW QUESTION: 113

Where on a prospect record would you look to see if a prospect had registered for a webinar?

A. Contents

B. Insights

C. Prospect Activities

D. Custom Fields

Answer: C (LEAVE A REPLY)

Explanation

According to the Salesforce documentation, the place on a prospect record where the user would look to see if a prospect had registered for a webinar is: C) Prospect Activities. A prospect record is a feature that shows the detailed information and activity history of a prospect in Marketing Cloud Account Engagement. A prospect record can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different sections of information for the prospect, such as details, insights, activities, or custom fields. The Prospect Activities section shows the chronological list of actions and events that the prospect has performed or received, such as opening an email, clicking a link, submitting a form, or registering for a webinar. The user can use the Prospect Activities section to see if a prospect had registered for a webinar, and to see other details of the webinar registration, such as the date, time, or status. The user can also filter, search, or export the Prospect Activities section. The Contents, Insights, or Custom Fields sections

are not the places on a prospect record where the user would look to see if a prospect had registered for a webinar, as they are related to other aspects of the prospect information, such as content preferences, engagement metrics, or custom data.
References: Salesforce documentation

NEW QUESTION: 114
Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.
A. The Grade as it includes personal information about the prospect.
B. The Profile as It reflects LenoxSoft's ideal customer.
C. The Campaign as it references the prospect's first touch point.
D. The Score as it shows activities taken by the prospect.
Answer: (SHOW ANSWER)
Explanation
The score is a numerical value that indicates how interested a prospect is in your products or services based on their activities, such as email opens, clicks, form submissions, etc. The score helps marketers prioritize leads and identify prospects who are ready to buy. Lenoxsoft is interested in following up with IT professionals who are actively engaging with their marketing materials, so the score is the best indicator of their interest level.
The grade is a letter value that indicates how well a prospect matches your ideal customer profile based on their attributes, such as industry, job title, location, etc. The grade helps marketers segment leads and target prospects who are a good fit for your business. The profile reflects Lenoxsoft's ideal customer, but it does not show how engaged the prospect is. The campaign is the first touch point that brought the prospect to your website, such as a Google ad, an email, or a social media post. The campaign helps marketers track the source and effectiveness of their marketing channels, but it does not show how engaged the prospect is. References [Scoring and Grading Overview]

NEW QUESTION: 115
Form or Form Handler? I need data de-duplication in the CRM.
A. Form
B. Form Handler
Answer: (SHOW ANSWER)
Explanation
Marketing Cloud Account Engagement forms are the best option if you need data de-duplication in the CRM, such as Salesforce. Marketing Cloud Account Engagement forms can automatically match and update existing records in the CRM based on the email address or other unique identifiers4. Marketing Cloud Account Engagement forms can also create new records in the CRM if the prospect does not exist yet4. Form handlers, on the other hand, do not have this functionality, and may create duplicate records in the CRM if the prospect already exists

NEW QUESTION: 116
By default Marketing Cloud Account Engagement will sync with what types of accounts in Salesforce?
A. Contact Accounts
B. Lead Accounts
C. Persons Accounts
Answer: A (LEAVE A REPLY)
Explanation
By default, Marketing Cloud Account Engagement will sync with contact accounts in Salesforce. Contact accounts are the standard account type in Salesforce, where each account can have multiple contacts related to it. Marketing Cloud Account Engagement can sync with contact accounts and their related contacts, leads, and opportunities. However, Marketing Cloud Account Engagement can also sync with person accounts in Salesforce, if they are enabled in your org. Person accounts are a special account type in Salesforce, where each account is also a contact. Marketing Cloud Account Engagement can sync with person accounts and their related opportunities, but not with leads. To sync with person accounts, you need to enable the option in the Salesforce connector settings in Marketing Cloud Account Engagement. For more details -> 121314

NEW QUESTION: 117
When are visitors converted to prospects?
A. When they run through completion actions
B. When an automation rule runs
C. When a prospect fills out a form or form handler
D. When the prospect visits a Marketing Cloud Account Engagement landing page
Answer: C (LEAVE A REPLY)
Visitors are anonymous web browsers who have interacted with your online marketing content, such as your website, landing pages, or custom redirects. Visitors are converted to prospects when they fill out a form or form handler, which captures their email address and other information. Filling out a form or form handler is the only way to convert a visitor to a prospect. Running through completion actions, matching an automation rule, or visiting a Marketing Cloud Account Engagement landing page do not convert visitors to prospects, unless they also fill out a form or form handler on those pages. Reference: Visitors and Prospects, Forms and Form Handlers

NEW QUESTION: 118
A form is used to capture prospect data for a yearly conference. The form needs to add prospects to a list after the submit, but it should not retroactively apply actions to prospects that have already filled out the form.
What automation tool would effectively achieve this goal?

A. Use a segmentation rule to add prospects to a list
B. Use a dynamic list to add prospects to a list
C. Use a completion action to add prospects to a list
D. Use an automation rule to add prospects to a list
Answer: (SHOW ANSWER)
The automation tool that would effectively achieve the goal of adding prospects to a list after they submit a form, but not retroactively applying actions to prospects that have already filled out the form, is a completion action. Completion actions are actions that are triggered when a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. Completion actions are executed in real time and only affect the prospects who complete the activity after the action is set up. Segmentation rules, dynamic lists, and automation rules are not suitable for this goal, as they are either retroactive, recurring, or based on criteria other than a specific activity. Reference
Completion Actions Overview

NEW QUESTION: 119
If Salesforce has a custom field of the same name on Leads & Contacts where does Marketing Cloud Account Engagement pull the field name from?
A. Lead field
B. Contact field
Answer: A (LEAVE A REPLY)
Explanation
According to the Salesforce documentation, if Salesforce has a custom field of the same name on Leads and Contacts, Marketing Cloud Account Engagement pulls the field name from the Lead field. A custom field is a field that is created by the user to store additional information that is not available in the standard fields. A custom field can be created and managed by the administrator in the Admin tab in Marketing Cloud Account Engagement or Salesforce, and it can be synced between the two platforms. A custom field can have the same name on different objects, such as Leads and Contacts, but it can have different values or settings. If Salesforce has a custom field of the same name on Leads and Contacts, Marketing Cloud Account Engagement pulls the field name from the Lead field, as it is the primary source of the field name. Marketing Cloud Account Engagement does not pull the field name from the Contact field, as it is the secondary source of the field name. However, Marketing Cloud Account Engagement can pull the field value from either the Lead or the Contact field, depending on which object the prospect is associated with in Salesforce. For example, if Salesforce has a custom field called "Industry" on both Leads and Contacts, Marketing Cloud Account Engagement will pull the field name "Industry" from the Lead field, but it will pull the field value from either the Lead or the Contact field, depending on the prospect's record type in Salesforce.
References: Salesforce documentation

NEW QUESTION: 120
LenoxSoft has multiple forms containing a "Comments" field on their website. The administrator would like for this field to be visible and empty every time a prospect returns to one of their forms.
Which two form field options should be enabled? Choose 2 answers
A. Do not prefill
B. Always display even if previously completed
C. Maintain the initial value upon subsequent form submissions
D. Display other fields in this form based on the value of this field
Answer: B,C (LEAVE A REPLY)
According to the Salesforce documentation, the two form field options that should be enabled to make the "Comments" field visible and empty every time a prospect returns to one of the forms are: B) Always display even if previously completed, and C) Maintain the initial value upon subsequent form submissions. The Always display even if previously completed option ensures that the field is not hidden or pre-filled with the previous value when the prospect revisits the form. The Maintain the initial value upon subsequent form submissions option ensures that the field is not overwritten with the new value when the prospect submits the form again. These two options combined will make the field appear as visible and empty every time the prospect returns to the form. The Do not prefill option will prevent the field from being pre-filled with the prospect's information from Marketing Cloud Account Engagement or Salesforce, but it will not prevent the field from being pre-filled with the previous value from the same form. The Display other fields in this form based on the value of this field option will create a dependent field that will show or hide other fields based on the value of the "Comments" field, but it will not affect the visibility or emptiness of the "Comments" field itself. Reference: Salesforce documentation

NEW QUESTION: 121
LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in.
Which field type should they leverage?
A. Multi-Select
B. Checkbox
C. Dropdown
D. TextArea
Answer: (SHOW ANSWER)
Explanation
If LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in, they should leverage the dropdown field type. A dropdown field is a single-select field that allows the prospect to choose one option from a predefined list. A dropdown field can be used to capture information such as product interest, industry, or country. A dropdown field can also be

used as a controlling field for dependent fields5. References: Marketing Cloud Account Engagement Form Field Types

NEW QUESTION: 122

On Tuesday, a marketing user scheduled a list email to be sent this Friday, but their manager wants the email to go out tomorrow Instead. What Is the recommended way to change the scheduled sand data for the email.

A. Edit the scheduled email. select Wednesday for the new data, and save it

B. Edit the engagement studio program, select Wednesday for the new data, and save

C. Delete the engagement studio program and create a new program that is scheduled for Wednesday.

D. Delete the scheduled email and create a new email that is scheduled for Wednesday.

Answer: A (LEAVE A REPLY)

According to the Salesforce documentation, the recommended way to change the scheduled send date for the email is to edit the scheduled email, select Wednesday for the new date, and save it. A scheduled email is an email that is set to be sent at a future date and time. A scheduled email can be edited or canceled before the scheduled send time. To edit a scheduled email, the user can go to the Scheduled tab in Email Studio, select the email, and click Edit. The user can then change the send date and time, as well as other settings, and save the changes. Editing the engagement studio program, deleting the engagement studio program, or deleting the scheduled email are not the recommended ways to change the scheduled send date for the email, as they are either unnecessary, ineffective, or irreversible actions. Reference: Salesforce documentation

NEW QUESTION: 123

By default, which two objects does Marketing Cloud Account Engagement write to in Salesforce?

Choose 2 answers

A. Lead records
B. Contact records
C. Opportunity records
D. Account records
E. Case records
Answer: A,B (LEAVE A REPLY)
Explanation
Marketing Cloud Account Engagement writes to Lead and Contact records in Salesforce by default, as these are the primary objects that store prospect information. Opportunity, Account, and Case records are not written to by default, but can be synced using custom fields and connectors1. References: 1: Marketing Cloud vs.
Marketing Cloud Account Engagement

NEW QUESTION: 124
LenoxSoft's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked.
What insight does this report provide the template designer?
A. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email
B. High click rates indicates that the email subject line should be the focus of the email content.
C. Low click rates encourage the user to optimize content or link placement in other email sends.
D. High open rates indicates that prospects are interacting with the content.
Answer: C (LEAVE A REPLY)
Explanation
The insight that the Click-Through Rate report provides the template designer is that low click rates encourage the user to optimize content or link placement in other email sends. The Click-Through Rate report shows the percentage of email recipients who clicked on one or more links in the email. This metric indicates how engaging and relevant the email content and links are for the prospects. If the click rates are low, it means that the prospects are not interested in the email content or links, or they are not able to find them easily. The template designer can use this insight to improve the content or link placement in future email sends, such as by using more compelling calls to action, adding more value propositions, or making the links more visible and accessible. The other options are not insights that the Click-Through Rate report provides. Email clicks on the text version of the email are not tracked by Marketing Cloud Account Engagement, so they do not affect the click rates. High click rates do not indicate that the email subject line should be the focus of the email content, as the subject line is more related to the open rates. High open rates do not indicate that prospects are interacting with the content, as they only measure how

many prospects opened the email, not how they engaged with it. References [Email Metrics Glossary]

NEW QUESTION: 125

What does the gear icon on the prospect list allow you to do?

A. Copy

B. Assign

C. Delete

D. Edit

Answer: B,C,D (LEAVE A REPLY)

According to the Salesforce documentation, the actions that can be done with the gear icon on the prospect list are: B) Assign, C) Delete, and D) Edit. The gear icon is a feature that allows users to perform different actions on a prospect or a group of prospects from the Prospect List. The gear icon can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different options for the selected prospect or prospects, such as assign, delete, or edit. The assign option allows the user to assign the prospect or prospects to a user, a group, or a queue. The delete option allows the user to delete the prospect or prospects from Marketing Cloud Account Engagement. The edit option allows the user to edit the prospect or prospects' information, such as name, email, or custom fields. The copy option is not an action that can be done with the gear icon on the prospect list, as it is not an available option for the prospect or prospects. Reference: Salesforce documentation

NEW QUESTION: 126

What information can you find about your competitors in Marketing Cloud Account Engagement?

A. Alexa rank

B. BBB score

C. News article mentions

D. Number of inbound links

E. Number of indexed pages

Answer: (SHOW ANSWER)

You can find the following information about your competitors in Marketing Cloud Account Engagement: Alexa rank, number of inbound links, and number of indexed pages. These are the metrics that Marketing Cloud Account Engagement's competitor website monitoring feature provides, which help you assess how well your competitors' websites are performing in terms of SEO. Alexa rank is a measure of how popular a website is compared to millions of other websites. Number of inbound links is the total number of links from other websites that point to a website. Number of indexed pages is the total number of pages that a website has that are recognized by search engines78 Reference: 7: Competitor Tracking in Marketing Cloud Account Engagement: 3 Best Practices8:

Salesforce Marketing Cloud Account Engagement: How To Maximise ROI in B2B Marketing Automation

NEW QUESTION: 127
LenoxSoft wants the "State" field to appear in real-time whenever a prospect selects "United States" for the "Country" field when completing their Marketing Cloud Account Engagement form.
Which form feature should be utilized?
A. Kiosk/Data Entry Mode
B. Dependent fields
C. Progressive Profiling
D. Email Validation
Answer: C (LEAVE A REPLY)

NEW QUESTION: 128
Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?
A. Unique submissions
B. unique clicks
C. Conversions
D. Total submissions
Answer: A (LEAVE A REPLY)

NEW QUESTION: 129
When an opportunity is created in Marketing Cloud Account Engagement from the sync with Salesforce, what campaign is set on the opportunity?
A. The last campaign of the last contact associated with the opportunity
B. The first campaign of the first contact associated with the opportunity
C. The first campaign of the last contact associated with the opportunity
D. The last campaign of the first contact associated to the opportunity.
Answer: (SHOW ANSWER)
Explanation
When an opportunity is created in Marketing Cloud Account Engagement from the sync with Salesforce, the campaign that is set on the opportunity is the first campaign of the first contact associated with the opportunity. This means that Marketing Cloud Account Engagement will look at the contact roles of the opportunity in Salesforce, and find the contact that was added first. Then, Marketing Cloud Account Engagement will look at the campaign history of that contact, and find the campaign that was assigned first.
That campaign will be the one that is associated with the opportunity in Marketing Cloud Account Engagement. This helps Marketing Cloud Account Engagement track the source and influence of the opportunity. For more details -> 678

NEW QUESTION: 130

What information cannot be displayed as a graph (line or bar) on the dashboard?

A. Prospects Created

B. Conversions

C. Opportunities Created

D. Opportunities Lost

E. All Prospects

Answer: (SHOW ANSWER)

Explanation

According to the Salesforce documentation, the information that cannot be displayed as a graph (line or bar) on the dashboard are: A) Prospects Created, and B) Conversions. The dashboard is a feature that shows the overview and performance of the marketing activities and campaigns in Marketing Cloud Account Engagement. The dashboard can be accessed from the Dashboard tab in Marketing Cloud Account Engagement, and it can show different data and metrics for the marketing elements, such as emails, forms, landing pages, or opportunities. The dashboard can display some of the information as graphs (line or bar), such as opportunities created, opportunities won, opportunities lost, or all prospects. The graphs can help users to visualize and compare the trends and changes of the information over time, and to filter or export the graphs. The dashboard cannot display some of the information as graphs (line or bar), such as prospects created or conversions. The prospects created information shows the number of prospects that were added to Marketing Cloud Account Engagement in a given time period, and it can be displayed as a table or a chart, but not as a graph. The conversions information shows the number of visitors that were converted to prospects in a given time period, and it can be displayed as a table or a chart, but not as a graph. These types of information are not suitable for displaying as graphs, as they are either too granular or too static for the data visualization.

References: Salesforce documentation

NEW QUESTION: 131

LenoxSoft has an engagement studio program within a recipient list and a suppression list. A prospect is a member of both the recipient list and the suppression list.

In which scenario would a prospect be able to receive the emails in the program?

A. The prospect is marked as optad out.

B. The prospect is removed from the recipient list

C. The prospect is removed from the suppression list

D. The prospect is removed from both the suppression list and the recipient list.

Answer: C (LEAVE A REPLY)

Explanation

The scenario in which a prospect would be able to receive the emails in the program is when the prospect is removed from the suppression list. A suppression list is a list that prevents prospects from receiving emails from an engagement studio program, even if they are in the recipient list. A recipient list is a list that defines the prospects who are eligible to receive emails from the program. If a prospect is in both the recipient list and the suppression list, they will not receive any emails from the program. Removing the prospect from the suppression list will allow them to receive the emails, as long as they are still in the recipient list and not opted out. Removing the prospect from the recipient list, marking the prospect as opted out, or removing the prospect from both the suppression list and the recipient list will not allow them to receive the emails from the program. References [Engagement Studio Suppression Lists]

NEW QUESTION: 132

LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Marketing Cloud Account Engagement marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer

A. Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity ::
greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

B. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than
:: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

C. Create a segmentation list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects.

D. Create a dynamic list that matches prospects with the criteria Prospect time: last activity: greater than:
180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects

Answer: B (LEAVE A REPLY)

Explanation

The best way to design an engagement program focused on providing exclusive offers and content to re-engage prospects is to create a dynamic list and add it as the recipient list to an engagement program. A dynamic list is a list that automatically populates with prospects who match the criteria you set. An engagement program is a program that allows you to send automated emails to prospects based on their behavior and preferences. LenoxSoft can create a dynamic list that matches prospects who have not been active on their website for more than 180 days, and add it as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

NEW QUESTION: 133

False

19. Which of these are default user roles?

A. Administrator

B. Admin Vacation

C. Marketing

D. Sales Manager

E. Sales Manager's Assistant

F. Sales User

Answer: (SHOW ANSWER)

These are the default user roles that are included with Marketing Cloud Account Engagement1. They have different levels of access and permissions to perform various tasks in Marketing Cloud Account Engagement. You can also create custom roles from a default role or from scratch.

NEW QUESTION: 134

What report allows you to see how successful or active a form has been on your site?

A. Campaign reports

B. Landing Page reports

C. Form reports

D. Conversion reports

E. None of the above

Answer: C (LEAVE A REPLY)

Explanation

Form reports show the performance and activity of your Marketing Cloud Account Engagement forms, which are web forms that capture prospect information. You can use form reports to see how many prospects have viewed, completed, or started but not completed your forms, as well as the conversion rate and average time to complete. You can also drill down into individual form submissions and view the prospect's details and activities. References: [Form Reports], [View Form Reports]

NEW QUESTION: 135

Which three triggers could be used to define a prospects path in an engagement studio program?

Choose 3 answers

A. List membership

B. Email open

C. Custom redirect click

D. File download

E. Prospect grade

Answer: (SHOW ANSWER)
Explanation
The three triggers that could be used to define a prospect's path in an engagement studio program are email open, custom redirect click, and file download. These triggers are based on prospect actions that indicate their level of engagement and interest. For example, if a prospect opens an email, clicks on a custom redirect link, or downloads a file, they could be sent down a different path than a prospect who does not perform these actions. List membership and prospect grade are not triggers, but rules. Rules are based on prospect criteria or values, not actions

NEW QUESTION: 136
A client wants to submit data to Marketing Cloud Account Engagement as well as their own database. What do you recommend they use?
A. A third party tool
B. This is not possible
C. Marketing Cloud Account Engagement API
D. Data.com connector
E. Marketing Cloud Account Engagement form handlers
Answer: E (LEAVE A REPLY)
Explanation
A form handler is a feature that allows you to use your own forms to post your data to Marketing Cloud Account Engagement. A form handler is similar to a form, but instead of displaying the form on your website, you point your form to Marketing Cloud Account Engagement. This allows you to submit data to Marketing Cloud Account Engagement as well as your own database3. Form handlers are useful when you want to keep the look and feel of your existing forms, or when you want to capture data from multiple forms using one form handler

NEW QUESTION: 137

How long does it take a drip program to start after unpausing it?

A. Immediately

B. Within 5 minutes

C. Within one hour

D. Within one business day

Answer: C (LEAVE A REPLY)

Drip programs are automated email campaigns that send a series of messages to prospects based on predefined criteria and triggers. You can pause and resume drip programs at any time. However, when you resume a drip program, it does not start immediately. It takes up to one hour for the drip program to resume sending emails to the prospects in the program. It does not take 5 minutes, one business day, or immediately for the drip program to start after unpausing it. Reference: Drip Programs, Pause and Resume Drip Programs

NEW QUESTION: 138

Which Marketing Cloud Account Engagement function should be used to track prospect engagement on a banner ad on a third-party site?

A. Page action

B. Custom redirect

C. Campaign tracking code

D. Landing page

Answer: B (LEAVE A REPLY)

Explanation

The Marketing Cloud Account Engagement function that should be used to track prospect engagement on a banner ad on a third-party site is custom redirect. A custom redirect is a feature that allows you to track and measure the click-through rate of any online marketing content, such as banner ads, social media posts, or email links. You can use custom redirects to create trackable URLs for your banner ads, and monitor how many prospects click on them. You can also use custom redirects to perform actions on the prospects who click on them, such as adding them to a list, assigning them to a user, or changing their field values

NEW QUESTION: 139

Which action removes the [[crm_deleted]] flag from a prospect record?

A. Undeleting the record in Salesforce

B. Re-submitting a form by a prospect

C. Unchecking "CRM Deleted- on the prospect record

D. Removing the prospect from the Marketing Cloud Account Engagement recycle bin

Answer: (SHOW ANSWER)

Explanation

The [[crm_deleted]] flag is a system field that indicates whether a prospect record has been deleted in Salesforce. The only action that removes this flag from a prospect record is undeleting the record in Salesforce. Re-submitting a form by a prospect, unchecking "CRM Deleted" on the prospect record, or removing the prospect from the Marketing Cloud Account Engagement recycle bin will not remove the flag, as the prospect will still be deleted in Salesforce2. References: 2: [System Fields]

NEW QUESTION: 140

A CNAME or vanity alias, is used to provide a seamless transition for your prospects when visiting pages and forms that you host on your site and Marketing Cloud Account Engagement hosted campaign elements such as; landing pages, search results and individually tracked links sent in your emails.

A. True

B. False

Answer: A (LEAVE A REPLY)

Explanation

A CNAME or vanity alias is used to provide a seamless transition for your prospects when visiting pages and forms that you host on your site and Marketing Cloud Account Engagement hosted campaign elements such as landing pages, search results and individually tracked links sent in your emails. This is true because a CNAME allows you to use your own domain name instead of the default go.Marketing Cloud Account Engagement.com domain name, which enhances your branding and trustworthiness.

NEW QUESTION: 141

A marketer needs to create a new field for a Marketing Cloud Account Engagement form. Which statement accurately describes how to create the new field?

A. The field Is created and added to the form in Engagement Studio.

B. The field is created as a custom prospect field in the form editor.

C. The field is created as a custom prospect field on the Prospect Fields page.

D. The field Is created as a default account field in the form editor.

Answer: C (LEAVE A REPLY)

In Pardot, new custom fields for prospects are created in the Prospect Fields page under the admin settings. Once a field is created here, it can then be added to forms as needed. This process ensures that all data captured through forms is aligned with the prospect data structure already established in the system, allowing for consistent data management and integration with Salesforce CRM fields if required. This separation of field creation and form editing ensures organized management of prospect data attributes.

NEW QUESTION: 142

You want to export a list of prospects, but you only need the default fields. What can you use?

A. Use the Simple Export option
B. Use the Express Export option
C. Copy and paste the information from the Prospect table into Excel.
D. You have to export all the fields. Marketing Cloud Account Engagement doesn't allow you to choose only the default fields.
An Express Export includes all default prospect fields, scores, and grades but does not include custom fields.
Answer: B (LEAVE A REPLY)
Explanation
Express Export is a feature that allows you to export a list of prospects with only the default fields, such as email, name, company, score, and grade. This option is faster and simpler than the full export, which includes all the custom fields as well. You can use the Express Export option by selecting a list of prospects and clicking on the "Tools" button, then choosing "Express Export". References: [Export Prospects], [Express Export]

NEW QUESTION: 143
Which three options are available when working on a list email, but are NOT available when working on a Marketing Cloud Account Engagement email template?
Choose 3 answers
A. Ability to send the email immediately
B. Sender options
C. Ability to schedule the email
D. Custom reply-to address
E. Recipient and suppression lists
Answer: A,C,E (LEAVE A REPLY)
When working on a list email, the Marketing Manager has three options that are not available when working on an Account Engagement email template. They are:
Ability to send the email immediately. This option allows the Marketing Manager to send the list email to the selected recipients as soon as the email is ready, without scheduling it for a later date or time. This option is useful for urgent or time-sensitive messages6 Ability to schedule the email. This option allows the Marketing Manager to choose a specific date and time to send the list email to the selected recipients. This option is useful for planning ahead or aligning with the best time to reach the audience6 Recipient and suppression lists. This option allows the Marketing Manager to select which lists of prospects will receive the list email, and which lists of prospects will be excluded from receiving the list email. This option is useful for targeting and segmenting the audience based on their attributes or behaviors6

NEW QUESTION: 144
In an engagement studio program, business hours are enabled for Monday-Friday from 10am-4pm. A prospect enters a Send Ema step at 4:30pm on Friday.

When would the program send the email to the prospect?

A. The email will send immediately.

B. The email will not send.

C. The email will send on Saturday at 10am.

D. The email will send on Monday at 10am.

Answer: D (LEAVE A REPLY)

Explanation

If business hours are enabled for an engagement studio program, any email steps will be executed only during the specified hours. If a prospect enters an email step outside of the business hours, the email will be queued until the next business hour. Therefore, if a prospect enters a Send Email step at 4:30pm on Friday, and the business hours are Monday-Friday from 10am-4pm, the email will be sent on Monday at 10am

NEW QUESTION: 145

What is a capability of a completion action?

A. Send a list email to a prospect

B. Remove a prospect from a list

C. Increase a prospect's grade

D. Adjust a prospect's account field

Answer: B (LEAVE A REPLY)

Explanation

A completion action is a type of action that allows marketers to define what happens after a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. One of the capabilities of a completion action is to remove a prospect from a list. This can be useful for managing list membership, suppressing prospects from future sends, or moving prospects to different lists based on their behavior. A completion action cannot send a list email to a prospect, increase a prospect's grade, or adjust a prospect's account field2. References: 2: Completion Actions

NEW QUESTION: 146

Creating or marking an opportunity as lost will result in the change of a prospect's score

A. True

B. False

Answer: (SHOW ANSWER)

Creating or marking an opportunity as lost will result in the change of a prospect's score. This is because opportunities are one of the factors that affect the scoring of prospects in Marketing Cloud Account Engagement. Scoring is a numerical value that indicates the level of interest or engagement of a prospect in your products or services. Scoring is based on the actions and activities of prospects, such as opening emails, clicking links, filling out forms, visiting landing pages, and creating or updating opportunities. When an opportunity is created or marked as lost, the prospect's score will change accordingly. For example, if

you have a scoring rule that adds 50 points to a prospect's score when an opportunity is created, and subtracts 25 points when an opportunity is lost, then creating or marking an opportunity as lost will affect the prospect's score by those amounts.
Answer B is incorrect because creating or marking an opportunity as lost will not result in no change of a prospect's score, as explained above. Reference: Scoring, Opportunities

NEW QUESTION: 147
Which action removes the [[crm_deleted]] flag from a prospect record?
A. Undeleting the record in Salesforce
B. Re-submitting a form by a prospect
C. Unchecking "CRM Deleted- on the prospect record
D. Removing the prospect from the Marketing Cloud Account Engagement recycle bin
Answer: A (LEAVE A REPLY)
The [[crm_deleted]] flag is a system field that indicates whether a prospect record has been deleted in Salesforce. The only action that removes this flag from a prospect record is undeleting the record in Salesforce. Re-submitting a form by a prospect, unchecking "CRM Deleted" on the prospect record, or removing the prospect from the Marketing Cloud Account Engagement recycle bin will not remove the flag, as the prospect will still be deleted in Salesforce2. Reference: 2: [System Fields]

NEW QUESTION: 148
LenoxSoft has a Marketing Cloud Account Engagement form titled "Request a Demo" on their external website.
Which Marketing Cloud Account Engagement report should they use to see how many views their form has received?
A. Conversions Report
B. Landing Page report
C. Form Handler Report
D. Form Report
Answer: D (LEAVE A REPLY)
Explanation
If LenoxSoft has a Marketing Cloud Account Engagement form titled "Request a Demo" on their external website, they should use the Form Report to see how many views their form has received (D). The Form Report shows the number of views, submissions, and conversions for each form created in Marketing Cloud Account Engagement. The Conversions Report (A) shows the number of prospects who converted from anonymous visitors to identified prospects. The Landing Page Report (B) shows the number of views, submissions, and conversions for each landing page created in Marketing Cloud Account Engagement. The Form Handler Report shows the number of submissions and conversions for each form handler created in Marketing Cloud Account Engagement.
References: Account Engagement Campaign Reporting

NEW QUESTION: 149
Which is NOT a way to assign a custom role to a user?
A. Edit an existing Default Role, and it will automatically convert to a Custom Role.
B. Assign new users to a previously created Custom Roles during the import process.
C. Add a batch of existing users to a Custom Role using table actions
D. Add a user to a Custom Role directly from their User Record.
Answer: (SHOW ANSWER)
According to the Salesforce documentation, the option that is not a way to assign a custom role to a user is: D) Add a user to a Custom Role directly from their User Record. A custom role is a feature that allows users to create and assign custom permissions and access levels to other users in Marketing Cloud Account Engagement. A custom role can be created and managed by the administrator in the Admin tab in Marketing Cloud Account Engagement, and it can be assigned to new or existing users. A custom role can be assigned to a user by using different methods, such as:
Edit an existing Default Role, and it will automatically convert to a Custom Role: A default role is a predefined role that comes with Marketing Cloud Account Engagement, and that has a fixed set of permissions and access levels. A default role can be edited by the administrator in the Admin tab in Marketing Cloud Account Engagement, and it will automatically convert to a custom role when the changes are saved. The administrator can then assign the custom role to a user or a group of users.
Assign new users to a previously created Custom Roles during the import process: A new user is a user that is not yet added to Marketing Cloud Account Engagement, and that needs to be created and assigned a role. A new user can be imported by the administrator in the Admin tab in Marketing Cloud Account Engagement, and they can be assigned to a previously created custom role during the import process. The administrator can use a CSV file to import multiple new users at once, and to assign them to different custom roles.
Add a batch of existing users to a Custom Role using table actions: An existing user is a user that is already added to Marketing Cloud Account Engagement, and that has a role assigned to them. An existing user can be added to a custom role by the administrator in the Admin tab in Marketing Cloud Account Engagement, and they can use the table actions to add a batch of existing users to a custom role at once. The administrator can select multiple existing users from the User List, and then click on the Change Role option in the table actions. The administrator can then choose the custom role that they want to assign to the selected users.
The option that is not a way to assign a custom role to a user is: Add a user to a Custom Role directly from their User Record. A user record is a feature that shows the detailed information and settings of a user in Marketing Cloud Account Engagement. A user record can be accessed from the Admin tab in Marketing Cloud Account Engagement, and it can show different sections of information for the user, such as details, permissions, or activity. The user record can also show the role that is assigned to the user, but it cannot be used

to add a user to a custom role directly. The user record can only be used to edit the user's information, such as name, email, password, or timezone, but not the user's role. To add a user to a custom role, the administrator needs to use one of the methods mentioned above, such as editing an existing default role, assigning new users during the import process, or adding a batch of existing users using table actions. Reference: Salesforce documentation

NEW QUESTION: 150

Which two actions can be taken once a Salesforce Opportunity syncs to Marketing Cloud Account Engagement? Choose 2 answers

A. Manually editing the Opportunity In Marketing Cloud Account Engagement

B. Referencing the Opportunity in automation rules

C. Viewing the Opportunity in Opportunity Reports

D. Manually deleting the Opportunity in Marketing Cloud Account Engagement

Answer: B,C (LEAVE A REPLY)

Explanation

Once a Salesforce Opportunity syncs to Marketing Cloud Account Engagement, two actions that can be taken are referencing the Opportunity in automation rules and viewing the Opportunity in Opportunity Reports.

Automation rules are rules that run in the background and match prospects based on certain criteria and perform certain actions. You can use Opportunity fields as criteria or actions in automation rules, such as adding prospects to a list based on their Opportunity stage or updating their Opportunity amount based on their score. Opportunity Reports are reports that show the revenue generated by your marketing campaigns and the influence of your marketing activities on the sales pipeline. You can view the Opportunity Reports in Marketing Cloud Account Engagement to analyze the performance of your marketing efforts and optimize your strategy. Manually editing or deleting the Opportunity in Marketing Cloud Account Engagement are not actions that can be taken, as Marketing Cloud Account Engagement does not allow editing or deleting Opportunities. You can only edit or delete Opportunities in Salesforce, and the changes will sync back to Marketing Cloud Account Engagement. References Opportunities in Marketing Cloud Account Engagement Automation Rules Overview Opportunity Reports

NEW QUESTION: 151

Which two events allow for a prospect's Marketing Cloud Account Engagement campaign to be set? (Choose two answers.)

A. When new prospects are imported into Marketing Cloud Account Engagement via a .csv file.

B. When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which will associate prospects with third-party campaigns.

C. When prospects are added to a static list.

D. When a profile is associated with the prospects.
Answer: A,B ([LEAVE A REPLY])
Explanation
The two events that allow for a prospect's Marketing Cloud Account Engagement campaign to be set are:
* When new prospects are imported into Marketing Cloud Account Engagement via a .csv file. A Marketing Cloud Account Engagement campaign is a marketing initiative that you use to track the first touch point with your prospects, such as a trade show, a webinar, or a Google Ad. You can assign a Marketing Cloud Account Engagement campaign to your prospects when you import them into Marketing Cloud Account Engagement via a .csv file, which is a file that contains the prospect data in a comma-separated format. You can use the Marketing Cloud Account Engagement campaign field in the
.csv file to specify the campaign that you want to associate with the prospects, or you can use the default campaign that you select when you upload the file4.
* When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which
* will associate prospects with third-party campaigns. The Google Analytics connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your Google Analytics account, and sync the campaign data between them. You can use the Google Analytics connector to append UTM parameters to your Marketing Cloud Account Engagement tracked links, and associate prospects with third-party campaigns, such as Google Ads, Facebook Ads, or Twitter Ads. UTM parameters are tags that you can add to the end of a URL to track the source, medium, campaign, term, and content of your web traffic. When a prospect clicks on a Marketing Cloud Account Engagement tracked link that contains UTM parameters, Marketing Cloud Account Engagement will set the prospect's Marketing Cloud Account Engagement campaign to the value of the utm_campaign parameter, if it exists.

NEW QUESTION: 152
Which three activities would make a prospect active?
Choose 3 answers
A. Sending an email to their assigned user
B. Submitting a Marketing Cloud Account Engagement form
C. Clicking on a custom redirect
D. Opening a Marketing Cloud Account Engagement email
E. visiting a Marketing Cloud Account Engagement-tracked page
Answer: B,C,E (LEAVE A REPLY)
Explanation
The following activities would make a prospect active in Marketing Cloud Account Engagement:
* Submitting a Marketing Cloud Account Engagement form, which indicates the prospect's interest and consent to receive communications from the company.
* Clicking on a custom redirect, which tracks the prospect's engagement with external links or
* downloadable content.
* Visiting a Marketing Cloud Account Engagement-tracked page, which captures the prospect's browsing behavior and page views on the company's website. References: [Marketing Cloud Account Engagement Prospect Activities]

NEW QUESTION: 153
A marketing user would like to send out a new whitepaper to their prospects and track who opens the PDF.
What Is the recommended way to accomplish this?
A. Upload the whitepaper PDF as a content block and attach It to the email.
B. Upload the whitepaper PDF as a content file and link to it in the body of the email.
C. Upload the whitepaper PDF as a content file and attach it to the email.
D. Upload the whitepaper PDF as a content block and link to It In the body of the email.
Answer: (SHOW ANSWER)
The recommended way to accomplish sending out a new whitepaper to prospects and tracking who opens the PDF is to upload the whitepaper PDF as a content file and link to it in the body of the email. A content file is a type of file that can be uploaded and stored in the Content Builder, which is a tool that allows marketers to create and manage content assets. A content file can be linked to in the body of an email, which allows prospects to access the file by clicking the link. By linking to a content file, marketers can also track who opens the PDF, as the link will generate a tracking code that records the open activity. Uploading the whitepaper PDF as a content block, attaching it to the email, or embedding it in the email are not recommended ways to accomplish sending out a new whitepaper to prospects and tracking who opens the PDF, as they either do not allow linking, do not allow tracking, or do not display properly. Reference: : Content Files

NEW QUESTION: 154

A Marketing Manager wants to create a new prospect in Marketing Cloud Account Engagement.

What are three ways the Marketing Manager can create a new prospect?

Choose 3 answers

A. Click the "Send to Account Engagement" button on a Salesforce Lead.

B. Manually add a prospect in Marketing Cloud Account Engagement.

C. Import a .CSV file with the prospect's email address.

D. Set up an automation rule that creates prospects.

E. Add a completion action to assign to a user.

Answer: (SHOW ANSWER)

Explanation

There are three ways the Marketing Manager can create a new prospect in Marketing Cloud Account Engagement. They are:

* Click the "Send to Account Engagement" button on a Salesforce Lead. This option allows the Marketing Manager to send a one-to-one email to a lead in Salesforce using an Account Engagement email template. If the lead does not already exist as a prospect in Account Engagement, it will be created automatically and synced with Salesforce1

* Manually add a prospect in Marketing Cloud Account Engagement. This option allows the Marketing Manager to create a new prospect record in Account Engagement by entering the prospect's email address and other information. The prospect can then be added to lists, campaigns, or engagement programs2

* Import a .CSV file with the prospect's email address. This option allows the Marketing Manager to import a list of prospects from a .CSV file into Account Engagement. The file must contain the prospect's email address as the first column, and can also include other fields. The imported prospects can then be assigned, tagged, or added to lists or campaigns

NEW QUESTION: 155

Which standard dashboard shows the total submission across all Marketing Cloud Account Engagement landing pages in B2B Marketing Analytics?

A. Pipeline dashboard

B. Engagement dashboard

C. Account-Based Marketing dashboard

D. Multi-Touch Attribution dashboard

Answer: (SHOW ANSWER)

The engagement dashboard in B2B Marketing Analytics shows the total submissions across all Marketing Cloud Account Engagement landing pages, as well as other metrics such as views, conversion rate, cost per lead, etc. The engagement dashboard helps marketers measure the performance of their marketing campaigns and optimize their content strategy. The pipeline dashboard shows the revenue generated by marketing campaigns, the account-based marketing dashboard shows the engagement and influence of key accounts, and the multi-touch attribution dashboard shows the impact of marketing touchpoints on sales outcomes. Reference B2B Marketing Analytics Overview

NEW QUESTION: 156

Completion actions only affect prospects not visitors?

A. True

B. False

Answer: A (LEAVE A REPLY)

Explanation

Completion actions are actions that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. Completion actions only affect prospects, not visitors, because visitors are anonymous and have not been identified by Marketing Cloud Account Engagement yet

NEW QUESTION: 157

By default, which two objects does Marketing Cloud Account Engagement write to in Salesforce? Choose 2 answers

A. Case records

B. Opportunity records

C. Contact records

D. Lead records

E. Account records

Answer: C,D (LEAVE A REPLY)

Explanation

By default, Marketing Cloud Account Engagement writes to two objects in Salesforce: contact records and lead records. These are the two objects that store information about individual prospects in Salesforce.

Marketing Cloud Account Engagement syncs with these objects based on the email address field, which is the unique identifier for prospects. Marketing Cloud Account Engagement can create new contact or lead records in Salesforce, or update existing ones, depending on the sync settings and rules. Marketing Cloud Account Engagement does not write to case records, opportunity records, or account records by default, but it can read from them and use their information for segmentation and reporting purposes.

References Marketing Cloud Account Engagement and Salesforce Sync Behavior

NEW QUESTION: 158

What would make the Salesforce connector become unverified?

A. The Salesforce account has reached the limit of the number of lead or contact records that could be created

B. The Marketing Cloud Account Engagement account has reached the limit of the number of prospect records that could be created
C. The connector user's Marketing Cloud Account Engagement password was changed
D. The connector user's Salesforce password was changed
Answer: (SHOW ANSWER)
Explanation
The event that would make the Salesforce connector become unverified is the connector user's Salesforce password was changed. A Salesforce connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your Salesforce CRM system, and enable bi-directional data sync and alignment between sales and marketing. To verify the Salesforce connector, you need to have a connector user, which is a Salesforce user that Marketing Cloud Account Engagement uses to access your Salesforce data and perform actions on your behalf. The connector user needs to have the appropriate permissions and settings in Salesforce, such as the API Enabled and Modify All Data permissions, and the security token2. If the connector user's Salesforce password was changed, the security token would also change, and Marketing Cloud Account Engagement would not be able to authenticate with Salesforce. This would cause the Salesforce connector to become unverified, and the data sync between Marketing Cloud Account Engagement and Salesforce would stop. To fix this, you need to update the connector user's password and security token in Marketing Cloud Account Engagement, and re-verify the Salesforce connector

NEW QUESTION: 159
LenoxSoft wants to use their product interest field on a demo request form. They would like to display the phrase "which product most interests you?
" for their product interest field.
Which field component should they modify?
A. The prospect field
B. The field data format
C. The prospect field label
D. The field type
Answer: C (LEAVE A REPLY)
Explanation
If LenoxSoft wants to display the phrase "which product most interests you?" for their product interest field on a demo request form, they should modify the prospect field label component. The prospect field label is the text that appears above or next to the field on the form. It can be customized to match the desired wording or question. The prospect field label can be different from the prospect field name, which is the internal name used in Marketing Cloud Account Engagement3. References: Marketing Cloud Account Engagement Form Fields