

Salesforce.Marketing-Cloud-Account-Engagement-Specialist.v2026-10-05.q121

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NEW QUESTION: 1

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: D (LEAVE A REPLY)

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: 2

A Marketing Cloud Account Engagement administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record.
The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.

What is the recommended way to identify these prospects to export to .csv?

- A. Create an automation rule based on product Name.
- B. Create a completion action based on Product Name.
- C. Create a dynamic list based on Product Name.
- D. Create a segmentation rule based on Product Name.

Answer: (SHOW ANSWER)

The recommended way to identify the prospects who purchased a certain product within the last year and export them to a .csv file is to create a segmentation rule based on the Product Name field. A segmentation rule is a one-time rule that matches prospects based on certain criteria and performs certain actions. You can create a segmentation rule that matches prospects who have the specific product name in the Product Name field and the action to export them to a .csv file. This way, you can get a one-time export of all the prospects who have the product name before it changes. An automation rule, a completion action, or a dynamic list are not suitable for this goal, as they are either recurring, real-time, or based on an activity, not a one-time export based on a field value. References [Segmentation Rules Overview]

NEW QUESTION: 3

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](#))

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. Reference: Marketing Cloud Account Engagement Form Fields

NEW QUESTION: 4

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: ([SHOW ANSWER](#))

Explanation

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: 5

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)

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: 6

An administrator includes a link to a file on a web page that the company does NOT own on the company website.

What is the best way to be able to track the number of visitors who access this file?

A. Marketing Cloud Account Engagement form

B. Marketing Cloud Account Engagement tracking code

C. Page actions

D. Custom redirects

Answer: D (LEAVE A REPLY)

The best way to be able to track the number of visitors who access a file on a web page that the company does not own is to use a custom redirect. A custom redirect is a Marketing Cloud Account Engagement feature that allows you to track any link on your website or a third-party website and measure the clicks and conversions.

You can create a custom redirect for the link to the file and use the custom redirect URL instead of the original link on your web page. This way, you can track how many visitors click on the link and access the file, and also see which prospects are interested in the file. A Marketing Cloud Account Engagement form, a Marketing Cloud Account Engagement tracking code, or a page action are not suitable for this purpose, as they are used for different scenarios. A Marketing Cloud Account Engagement form is used to collect visitor information and convert them to prospects. A Marketing Cloud Account Engagement tracking code is used to track the page views and activities of visitors and prospects on your own website. A page action is used to perform certain actions when a prospect views a specific page on your website. References Custom Redirects

NEW QUESTION: 7

How often does Marketing Cloud Account Engagement sync with Salesforce?

A. 5 minutes

B. Real time

C. 10 minutes

D. 30 minutes

Answer: C (LEAVE A REPLY)

Marketing Cloud Account Engagement syncs with Salesforce every 10 minutes. 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.

Marketing Cloud Account Engagement syncs with Salesforce every 10 minutes by default, but you can also trigger a sync manually or by certain actions. For example, you can sync a prospect from their record in Marketing Cloud Account Engagement or Salesforce, or you can sync a group of prospects by using automation rules, segmentation rules, or imports. You can also sync a prospect by changing their Marketing Cloud

Account Engagement campaign, assigned user, or email opt-out status. You can view the sync status and history on the prospect record in Marketing Cloud Account Engagement or Salesforce. For more details -> 18192021

NEW QUESTION: 8

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)

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. Reference: Marketing Cloud Account Engagement Sync Behavior

NEW QUESTION: 9

A marketer wants to create different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle. When an Opportunity stage changes in Salesforce, the prospect list membership automatically updates to reflect that in Marketing Cloud Account Engagement. example, if an opportunity moves from Negotiations to Closed Won, the prospects associated with that opportunity. Should be removed from the Negotiations list, and added to the Closed won list.

How could the marketer accomplish this?

- A.** Completion Action
- B.** Page Action
- C.** Automation Rule
- D.** Dynamic List

Answer: D (LEAVE A REPLY)

Explanation

According to the Salesforce documentation, the marketer can accomplish the goal of creating different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle and automatically updating the prospect list membership based on the opportunity stage change in Salesforce by using a dynamic list. A dynamic list is a list of prospects that is updated automatically based on certain criteria, such as prospect field values, activities, or scores. A dynamic list can be used to segment prospects based on their opportunity stage in Salesforce, and to add or remove prospects from the list when the opportunity stage changes. For example, a dynamic list can be created for prospects whose opportunity stage is Negotiations, and another dynamic list can be created for prospects whose opportunity stage is Closed Won.

When an opportunity moves from Negotiations to Closed Won in Salesforce, the prospect associated with that opportunity will be removed from the Negotiations list and added to the Closed Won list in Marketing Cloud Account Engagement. A completion action, a page action, or an automation rule are not the best tools to accomplish the goal of creating different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle and automatically updating the prospect list membership based on the opportunity stage change in

Salesforce, as they are related to other aspects of automation, such as performing actions after a prospect completes a marketing element, visits a web page, or meets certain criteria, but not segmenting prospects based on their opportunity stage in Salesforce. References: Salesforce documentation

NEW QUESTION: 10

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

- A.** True
- B.** False

Answer: A ([LEAVE A REPLY](#))

Explanation

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.

References: Scoring, Opportunities

NEW QUESTION: 11

What is the expected behavior if an automation rule is NOT set to repeat?

- A.** The prospect matches the criteria once, but the action runs multiple times.
- B.** The action can only run once per day on the prospect.
- C.** The prospect matches the criteria once and the action runs once.
- D.** The prospect can match the criteria multiple times and the action runs each time.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 12

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: (SHOW ANSWER)

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: 13

What is required for a record in salesforce to be synced or created as a prospect record in Marketing Cloud Account Engagement?

- A.** Name
- B.** Company
- C.** Phone
- D.** Email address

Answer: [\(SHOW ANSWER\)](#)

Explanation

The only required field for a record in Salesforce to be synced or created as a prospect record in Marketing Cloud Account Engagement is the email address. Marketing Cloud Account Engagement uses the email address as the unique identifier for prospects, so it is mandatory for any record to sync between the two platforms. Other fields, such as name, company, or phone, are optional and can be mapped between Marketing Cloud Account Engagement and Salesforce, but they are not required for the sync to happen. For more details

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NEW QUESTION: 14

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: 15

When would a completion action on a custom redirect be triggered?

- A.** Completion actions will apply to visitors on the first time a custom redirect is clicked.
- B.** Completion actions for custom redirects will only apply to existing prospects.
- C.** Completion actions for custom redirects will only apply to prospects once they have been assigned.
- D.** Completion actions will apply to visitors who convert to prospects after clicking on a custom redirect.

Answer: **B** [\(LEAVE A REPLY\)](#)

A completion action on a custom redirect will be triggered when an existing prospect clicks on the custom redirect. A custom redirect is a trackable link that can be used to measure the engagement of prospects with external content, such as a website, a PDF, or a video. A completion action is an automated task that can be performed after a prospect takes a certain action, such as clicking on a custom redirect. Completion actions for custom redirects will only apply to existing prospects, meaning prospects who have already been identified by Marketing Cloud Account Engagement through a form, a landing page, or an email.

References: Marketing Cloud Account Engagement Custom Redirects

NEW QUESTION: 16

An engagement studio action step is scheduled to send an email on March 20th.

What should happen to the prospects who reach this step after that scheduled day?

- A. A prospect arriving after the send date will remain on the step until a new send date is set
- B. A prospect arriving after the send date will skip the Send Email step.
- C. A Prospect arriving after the send date will be removed from the program.
- D. A Prospect arriving after the send date will be sent the email.

Answer: ([SHOW ANSWER](#))

Explanation

When an engagement studio action step is scheduled to send an email on a specific date, it means that the email will be sent to all prospects who reach that step on or after that date. Therefore, a prospect arriving after the send date will be sent the email (D). The prospect will not remain on the step until a new send date is set (A), skip the Send Email step (B), or be removed from the program. References: Work with Time and Pauses in Engagement Studio

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NEW QUESTION: 17

A Prospect is a Visitor who has submitted an email address through a form or landing page on your site.

- A. True
- B. False

Answer: ([SHOW ANSWER](#))

Explanation

A prospect is a visitor who has submitted an email address through a form or landing page on your site. This is the primary way that Marketing Cloud Account Engagement identifies and converts visitors into prospects. A prospect can also be created from an email link click, a manually entered email address, or an import.

NEW QUESTION: 18

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: 19

Form or Form Handler? I want to use progressive profiling to personalize my form.

- A. Form Handler
- B. Form

Answer: ([SHOW ANSWER](#))

Explanation

Marketing Cloud Account Engagement forms are the best option if you want to use progressive profiling to personalize your form. Progressive profiling is a feature that allows you to display different fields on your form based on what you already know about the prospect. This way, you can avoid asking the same questions repeatedly, and instead collect more relevant and valuable information over time. Form handlers do not support progressive profiling, and will always show the same fields on your form

NEW QUESTION: 20

How can you preview/test matches for automation rules before you run them?

- A. Run the automation rule to see how many matches there are.
- B. Use the automation preview option.
- C. Create a list and see how many prospects are affected. You can preview which prospects will be matches by your Automation Rules. After creating or editing your rules, click the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time (this is very fast for most rules - often under a minute). The preview will tell you how many prospects will be matched. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule 's actions applied to them.

Answer: ([SHOW ANSWER](#))

You can preview or test matches for automation rules before you run them by using the automation preview option. This option allows you to see how many prospects will be matched by your automation rules without actually running them. You can access this option by clicking the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time. The preview will tell you how many prospects will be matched and show you a sample of them. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them. Answer A is incorrect because running the automation rule will not only show you how many matches there are, but also apply the actions to them, which may not be what you want. Answer C is incorrect because creating a list and seeing how many prospects are affected will not give

you the same results as the automation preview option, since the list criteria may not match the automation rule criteria exactly. Answer D is incorrect because there is no such option as the prospect table actions. References: Automation Rules, Preview Automation Rules

NEW QUESTION: 21

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](#))

Explanation

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. References: Drip Programs, Pause and Resume Drip Programs

NEW QUESTION: 22

What can the GoToWebinar connector do?

- A.** Register prospects for GoToWebinar events
- B.** Display how long a prospect watched a webinar
- C.** Automatically pull in prospects who exist in GoToWebinar but not Marketing Cloud Account Engagement
- D.** Display registrations and attendance as activities
- E.** Pulls in Marketing Cloud Account Engagement emails to use in GoToWebinar

Answer: A,C,D ([LEAVE A REPLY](#))

The GoToWebinar connector is a feature that allows you to integrate Marketing Cloud Account Engagement with GoToWebinar, a web conferencing platform. With this connector, you can:

- * Register prospects for GoToWebinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions.
- * Automatically pull in prospects who exist in GoToWebinar but not Marketing Cloud Account Engagement and create new prospect records for them.
- * Display registrations and attendance as activities on the prospect's record and use them as criteria for segmentation, automation, and reporting. References: [GoToWebinar Connector], [Set Up the GoToWebinar Connector]

NEW QUESTION: 23

A mailable prospect is on the recipient list for a list email send. When viewing the prospect's activities, the marketing manager realizes the email was not sent to the prospect.

Where should they start to see why the email was not sent to the prospect?

- A.** Refer to the Marketing Cloud Account Engagement recycle bin to see if the prospect was deleted.
- B.** Check that the Marketing Cloud Account Engagement prospect has a value for the default field email address'.
- C.** Refer to the list email send report to see if a suppression list was used.
- D.** Determine if the prospect has a valid "Assigned User" to send the email from.

Answer: ([SHOW ANSWER](#))

To see why the email was not sent to the prospect, the marketing manager should refer to the list email send report to see if a suppression list was used. A suppression list is a list of prospects who should not receive a specific email, even if they are on the recipient list. If the prospect was on a suppression list, they would not receive the email. The other options are not likely to explain why the email was not sent, as the prospect was already on the recipient list and was mailable

NEW QUESTION: 24

A user wants to send an email to a prospect when a form is submitted and a specific field value is selected on that form. What automation tool could they use to accomplish this?

- A.** A completion action on the form submission
- B.** A dynamic list used to send list emails using the email template
- C.** An automation rule with a Match All match type
- D.** An automation rule with a Match Any match type

Answer: ([SHOW ANSWER](#))

Explanation

According to the Salesforce documentation, an automation rule is an automation tool that can be used to send an email to a prospect when a form is submitted and a specific field value is selected on that form. An automation rule can be configured to trigger an action (such as sending an email) when a prospect meets certain criteria (such as submitting a form and having a specific field value). The criteria can be set to Match All or Match Any, depending on the logic required. In this case, the Match All option should be used, as the prospect needs to meet both conditions (form submission and field value) to receive the email. A completion action is another automation tool that can be used to perform an action after a prospect successfully completes a form, but it cannot be used to check for a specific field value. A dynamic list is a list of prospects that is updated automatically based on certain criteria, but it cannot be used to send an email directly. A list email is an email that is sent to a specific list of prospects, but it cannot be triggered by a form submission or a field value. References: Salesforce documentation

NEW QUESTION: 25

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: ([SHOW ANSWER](#))

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: 26

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: 27

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: B ([LEAVE A REPLY](#))

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: 28

What is the baseline grade assigned to a prospect?

A. C

B. D

C. B

D. A

Answer: B ([LEAVE A REPLY](#))

The baseline grade assigned to a prospect is D. A Marketing Cloud Account Engagement grade is a rating based on how well a prospect's profile matches your ideal customer profile. The prospect rating is expressed as a letter grade that ranges from F (worst) to A+ (best). Marketing Cloud Account Engagement assigns an initial grade of D to all prospects. You can then adjust the grade up or down based on the prospect's attributes, such as industry, job title, company size, location, etc. The grade reflects how well the prospect fits your target market and how qualified they are for your product or service. You can create different grading profiles for different personas or segments, and assign prospects to profiles based on certain criteria. For more details -> 345

NEW QUESTION: 29

A Marketing Cloud Account Engagement administrator would like to provide access to their eBook once their form has been submitted.

Which the methods would accomplish this?

Choose 2 answers

- A.** Use a form completion action to Initiate an auto-download of the eBook.
- B.** Include a link to the eBook in the Below Form section of the form.
- C.** Use a form completion action to send an autoresponder email with the eBook.
- D.** Re-direct the prospect to the eBook instead of showing the forms Thank You Content.

Answer: ([SHOW ANSWER](#))

Two methods that would accomplish providing access to an eBook once a form has been submitted are using a form completion action to send an autoresponder email with the eBook, and re-directing the prospect to the eBook instead of showing the form's Thank You Content. A form completion action is a way of defining what happens after a prospect submits a form, such as sending an email, adding to a list, or adjusting a score.

An autoresponder email is a type of email that is automatically sent to a prospect when they perform a specific action, such as submitting a form. A Thank You Content is a web page that is displayed after a prospect submits a form, such as a confirmation message or a link to a resource. Using a form completion action to initiate an auto-download of the eBook, or including a link to the eBook in the Below Form section of the form are not methods that would accomplish providing access to an eBook once a form has been submitted, as they either involve downloading the eBook before submitting the form, or displaying the link to the eBook before submitting the form⁴. References: 4: [Create a Form]

NEW QUESTION: 30

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

- A.** Link clicks
- B.** Page visits
- C.** Email opens
- D.** Form completions
- E.** Unsubscribe

Answer: ([SHOW ANSWER](#))

Explanation

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: 31

A user wants to use page actions to notify a specific user when a prospect visits an entire section of their website. This section contains three URLs:

- * <https://www.tenoxsoft.com/products/A>
- * <https://www.tenoxsoft.com/products/B>
- * <https://www.tenoxsoft.com/products/C>

What is the recommended way for the user to accomplish this?

- A.** Create one page action with comma-separated URLs.
- B.** Set the page action URL as <https://www.tenoxsoft.com/products/B>
- C.** Create three separate page actions, one for each URL.

D. Set the page as a priority page in Marketing Cloud Account Engagement.

Answer: B (LEAVE A REPLY)

The recommended way for the user to accomplish this is to set the page action URL as <https://www.lenoxsoft.com/products/B>.

This will create a wildcard page action that will match any URL that starts with <https://www.lenoxsoft.com/products/B>, including the three URLs mentioned.

A wildcard page action allows you to apply the same completion action to multiple pages that share a common prefix. This way, the user can notify a specific user when a prospect visits any page under the products/B section of their website

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NEW QUESTION: 32

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: 33

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)

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: 34

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: B (LEAVE A REPLY)

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: 35

LenoxSoft's Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren't being counted in the list email report.

Based on this link's format, why wouldn't it have been re-written for tracking?

- A. The link should start with http or https to be automatically re-written.
- B. The link should contain a wildcard to be automatically re-written.
- C. The link should point to go.Marketing Cloud Account Engagement.com to be automatically re-written.
- D. The link should be populated with variable tags to be automatically re-written

Answer: A (LEAVE A REPLY)

The reason why the email link www.lenoxsoft.com was not re-written for tracking is that the link should start with http or https to be automatically re-written. Marketing Cloud Account Engagement automatically re-writes links in emails to track the clicks and measure the engagement of the recipients. However, Marketing Cloud Account Engagement only re-writes links that start with http or https, as these are the protocols that indicate a web address. The link www.lenoxsoft.com does not have a protocol, so Marketing Cloud Account Engagement does not recognize it as a web address and does not re-write it for tracking. The other options are not relevant for link re-writing. The link does not need to contain a wildcard, point to go.Marketing Cloud Account Engagement.com, or be populated with variable tags to be automatically re-written. These are features that can be used to create dynamic or custom links, but they are not required for link re-writing. References [Link Click Tracking]

NEW QUESTION: 36

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: 37

A marketing manager sent an email template last week to their " Hot Prospects " list, which is populated dynamically based on the prospects ' scores. They want to send the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again.

How should they accomplish this?

- A. Create a new dynamic list using the criteria " Prospect email template " , the template name, and " was not received " and then use it as the recipient list when sending the email template.
- B. Send the email template to the " Hot Prospects " list, but select the " deduplicate " option to remove recipients that already received the email last week.
- C. Create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the " Hot Prospects " list.
- D. Send the email template to the " Hot Prospects " list like last time; the prospects that received it before will be automatically suppressed from receiving the same email template.

Answer: [C \(LEAVE A REPLY\)](#)

The best way to accomplish the goal of sending the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again, is to create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the "Hot Prospects" list . This way, the prospects who already received the email will be excluded from the recipient list, and only the new prospects who match the dynamic criteria will receive the email. Creating a new dynamic list using the criteria "Prospect email template", the template name, and "was not received" (A) is not a valid option, as there is no such criteria available for dynamic lists. Sending the email template to the "Hot Prospects" list, but selecting the "deduplicate" option (B) is not a valid option, as the deduplicate option only removes duplicate prospects within the same list, not across different lists.

Sending the email template to the "Hot Prospects" list like last time (D) is not a valid option, as the prospects that received it before will not be automatically suppressed from receiving the same email template, unless the email template has the option "Do not send to prospects who have already received this email" enabled.

References: Create a Dynamic List, Send a List Email

NEW QUESTION: 38

What are two benefits of the engagement studio tasting experience?

Choose 2 answers

- A. Evaluating email template options for the program
- B. Visualizing a prospect's possible paths
- C. Understanding the timeline of the program
- D. Measuring a specific step's performance

Answer: B,D (LEAVE A REPLY)

Explanation

According to the Salesforce documentation, the two benefits of the engagement studio testing experience are:

B) Visualizing a prospect's possible paths, and D) Measuring a specific step's performance. The engagement studio testing experience is a feature that allows users to test and troubleshoot their engagement studio programs before launching them. The testing experience can help users to:

Visualize a prospect's possible paths: The testing experience can show the user how a prospect can move through the program based on different scenarios and outcomes. The user can see the positive, negative, and neutral paths that a prospect can take after each step, and the actions and emails that the prospect will receive. The user can also see the number of prospects that are expected to take each path based on the current recipient list.

Measuring a specific step's performance: The testing experience can show the user the performance metrics of each step, such as the number and percentage of prospects who have completed, skipped, or are waiting for the step. The user can also see the email metrics of each email step, such as the number and percentage of prospects who have opened, clicked, or unsubscribed from the email. The user can use these metrics to evaluate and optimize the effectiveness of each step.

Evaluating email template options for the program or understanding the timeline of the program are not benefits of the engagement studio testing experience, as they are related to other aspects of the program creation, such as choosing the email content or setting the wait times. References: Salesforce documentation

NEW QUESTION: 39

A marketing manager sent an email template last week to their "Hot Prospects" list, which is populated dynamically based on the prospects' scores. They want to send the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again.

How should they accomplish this?

- A. Create a new dynamic list using the criteria "Prospect email template", the template name, and "was not received" and then use it as the recipient list when sending the email template.
- B. Send the email template to the "Hot Prospects" list, but select the "deduplicate" option to remove recipients that already received the email last week.
- C. Create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the "Hot Prospects" list.
- D. Send the email template to the "Hot Prospects" list like last time; the prospects that received it before will be automatically suppressed from receiving the same email template.

Answer: C (LEAVE A REPLY)

Explanation

The best way to accomplish the goal of sending the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again, is to create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the "Hot Prospects" list. This way, the prospects who already received the email will be excluded from the recipient list, and only the new prospects who match the dynamic criteria will receive the email. Creating a new dynamic list using the criteria "Prospect email template", the template name, and "was not received" (A) is not a valid option, as there is no such criteria available for dynamic lists. Sending the email template to the "Hot Prospects" list, but selecting the "deduplicate" option (B) is not a valid option, as the deduplicate option only removes duplicate prospects within the same list, not across different lists. Sending the email template to the "Hot Prospects" list like

last time (D) is not a valid option, as the prospects that received it before will not be automatically suppressed from receiving the same email template, unless the email template has the option "Do not send to prospects who have already received this email" enabled.

References: Create a Dynamic List, Send a List Email

NEW QUESTION: 40

The VP of Marketing wants to see all automation rules and engagement studio programs that a prospect has been a member of. Where should the VP of Marketing look to find this information?

- A.** Automation settings
- B.** Scoring rules
- C.** Prospect's Audits tab
- D.** Lifecycle report

Answer: D ([LEAVE A REPLY](#))

According to the [Salesforce documentation], the best place to look for all automation rules and engagement studio programs that a prospect has been a member of is the Prospect's Audits tab. This tab shows a detailed history of all the actions and activities that have occurred for a prospect, including the automation rules and engagement studio programs that they have been added to, removed from, or completed. The Automation settings, Scoring rules, and Lifecycle report do not provide this information, as they are related to the configuration, scoring, and reporting of the automation and engagement features, not the individual prospect's history. Reference: [Salesforce documentation]

NEW QUESTION: 41

Can you tie multiple Salesforce accounts to one Marketing Cloud Account Engagement account?

- A.** Yes, you can have up to 2 Salesforce accounts linked to one Marketing Cloud Account Engagement account.
- B.** No, you can only have one Salesforce connector at a time.
- C.** Yes, but you would need to contact Marketing Cloud Account Engagement Support to enable the feature for you.
- D.** Yes, but it's only available to customers with the Pro Edition

Answer: ([SHOW ANSWER](#))

Explanation

The Salesforce connector is a feature that allows you to integrate Marketing Cloud Account Engagement with Salesforce, a customer relationship management (CRM) platform. With this connector, you can sync data, activities, and campaigns between Marketing Cloud Account Engagement and Salesforce. You can only have one Salesforce connector at a time, which means that you can only tie one Salesforce account to one Marketing Cloud Account Engagement account. You cannot have multiple Salesforce accounts linked to one Marketing Cloud Account Engagement account, regardless of the number of accounts, the edition of Marketing Cloud Account Engagement, or the support from Marketing Cloud Account Engagement.

References: Salesforce Connector, Connect Marketing Cloud Account Engagement and Salesforce

NEW QUESTION: 42

LenoxSoft has 3 product lines. In Pardot, each product line has its own folder containing all of the assets for that product line. An administrator would like to score prospects separately based on their interactions with each product line.

How can the administrator accomplish this?

- A.** Create two new default scoring models to have one for each product line.
- B.** Edit the score field on the prospect 's record to displays multiple score values
- C.** Assign a scoring category to each product line folder.

D. Edit the default scoring model to score differently for each product line.

Answer: C (LEAVE A REPLY)

To score prospects separately based on their interactions with different product lines in Pardot, the best approach is to assign a scoring category to each product line folder. Scoring categories allow administrators to segment prospect scoring based on interactions with specific types of content, aligning with different business units, products, or campaigns. By assigning a distinct scoring category to each folder associated with a product line, an administrator can precisely track and score prospect engagement relative to each product line.

This tailored scoring provides deeper insights into prospect interests and can better inform targeted marketing strategies.

NEW QUESTION: 43

A user needs to change which email template is used in a running engagement program.

What is the first step the user must take In order to make this change?

A. Copy the original Engagement Program

B. Change the wait time for the template

C. Delete the old sent email

D. Pause the Program

Answer: D (LEAVE A REPLY)

According to the Salesforce documentation, the first step the user must take in order to change which email template is used in a running engagement program is to pause the program. A running engagement program is a program that is actively sending emails and performing actions to the prospects in the program. To make any changes to a running program, such as changing the email template, the user must first pause the program to stop the email sends and actions. After making the changes, the user can resume the program and continue the email sends and actions. Copying the original engagement program, changing the wait time for the template, or deleting the old sent email are not the first steps the user must take, as they will not allow the user to change the email template in the running program. References: Salesforce documentation

NEW QUESTION: 44

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)

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. Reference: 1: [Engagement Studio FAQ]

NEW QUESTION: 45

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: 46

A user is creating an automation rule and isn't certain that they have the correct criteria in use.

What is the best way for the user to test that the criteria only matches the intended prospects?

- A. Run the rule to see who matches and change criteria if needed.
- B. Pull a Salesforce report of the same criteria and view results.
- C. Use the preview matches feature before running the rule.
- D. Resume the rule and use the undo action feature if necessary.

Answer: C (LEAVE A REPLY)

The preview matches feature in Pardot's automation rule setup is an essential tool for ensuring that the criteria set for a rule accurately targets the intended prospects. Before activating the rule, this feature allows the administrator to verify which prospects currently match the specified criteria without affecting the database or running the rule prematurely. This method is effective for refining and confirming criteria to avoid unintended targeting and to refine the selection process.

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NEW QUESTION: 47

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: (SHOW ANSWER)

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: 48

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: B ([LEAVE A REPLY](#))

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: 49

How do you use an automation rule to opt out prospects?

- A.** Change prospect field value: 'Do Not Email' to 'Do Not Email'
- B.** You can't use an automation rule to opt-out prospects.
- C.** Change prospect field value to Opt-out

Answer: A ([LEAVE A REPLY](#))

You can use an automation rule to opt out prospects by changing their field value of 'Do Not Email' to 'true'. This will prevent them from receiving any email communication from you. You cannot use an automation rule to change the field value to 'Opt-out', since that is not a valid option for the 'Do Not Email' field. You also cannot use an automation rule to opt out prospects by changing any other field value, since the 'Do Not Email' field is the only one that controls the opt-out status of prospects. Reference: [Automation Rules], [Opt Out Prospects]

NEW QUESTION: 50

What are 3 webinar connectors Marketing Cloud Account Engagement offers?

- A.** WebEx
- B.** Adobe Connect
- C.** ReadyTalk
- D.** GoTo Webinar

E. AnyMeeting

Answer: B,C,D ([LEAVE A REPLY](#))

Marketing Cloud Account Engagement offers three webinar connectors: Adobe Connect, ReadyTalk, and GoToWebinar. These connectors allow you to integrate Marketing Cloud Account Engagement with these web conferencing platforms and register prospects for webinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions. You can also sync webinar data, such as registrations and attendance, between Marketing Cloud Account Engagement and these platforms and use them for segmentation, automation, and reporting.

Marketing Cloud Account Engagement does not offer webinar connectors for WebEx or AnyMeeting.

Answer A and E are incorrect because Marketing Cloud Account Engagement does not offer webinar connectors for WebEx or AnyMeeting, as explained above. Reference: [Webinar Connectors], [Set Up Webinar Connectors]

NEW QUESTION: 51

How can a marketer avoid emailing prospects more than once in a ten day span?

- A. Use an automation rule to create a frequency suppression list.
- B. Use the global account setting to suppress frequently emailed prospects.
- C. Use a segmentation rule to create a frequency suppression list.
- D. Use a dynamic list to create a frequency suppression list.

Answer: ([SHOW ANSWER](#))

The way that a marketer can avoid emailing prospects more than once in a ten day span is to use a dynamic list to create a frequency suppression list. A dynamic list is a type of list that automatically updates based on specific criteria, such as field values, activities, or scores. A frequency suppression list is a type of list that excludes prospects who have been emailed within a certain time frame, such as ten days. By using a dynamic list with a frequency suppression criteria, a marketer can ensure that they do not email prospects who have already received an email recently. Using an automation rule, a global account setting, or a segmentation rule are not ways that a marketer can avoid emailing prospects more than once in a ten day span, as they either do not create lists, do not update automatically, or do not run continuously2.

Reference: 2: Dynamic Lists

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

LenoxSoft conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened.

What three data points can be found in the prospect 's Audits tab to help determine what updates were made?

Choose 3 answers

- A. The Lifecycle Report filtered by timeframe
- B. The prospect fields that were updated
- C. The amount of time the prospect spent viewing the website
- D. The lists that that prospect was added to or removed from
- E. The data and time when a prospect was assigned

Answer: ([SHOW ANSWER](#))

The prospect's Audits tab shows the history of changes made to the prospect's record, such as field updates, list changes, and assignment dates. These data points can help determine what updates were made during the database clean-up project and how they affected the prospects. The Lifecycle Report, the amount of time the prospect spent viewing the website, and the unique clicks are not data points that can be found in the Audits tab, but they can be found in other reports or tabs in Marketing Cloud Account Engagement. References Prospect Audits

NEW QUESTION: 54

A marketer wants to create different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle. When an Opportunity stage changes in Salesforce, the prospect list membership automatically updates to reflect that in Marketing Cloud Account Engagement. example, if an opportunity moves from Negotiations to Closed Won, the prospects associated with that opportunity. Should be removed from the Negotiations list, and added to the Closed won list.

How could the marketer accomplish this?

- A. Completion Action
- B. Page Action
- C. Automation Rule
- D. Dynamic List

Answer: ([SHOW ANSWER](#))

According to the Salesforce documentation, the marketer can accomplish the goal of creating different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle and automatically updating the prospect list membership based on the opportunity stage change in Salesforce by using a dynamic list. A dynamic list is a list of prospects that is updated automatically based on certain criteria, such as prospect field values, activities, or scores. A dynamic list can be used to segment prospects based on their opportunity stage in Salesforce, and to add or remove prospects from the list when the opportunity stage changes. For example, a dynamic list can be created for prospects whose opportunity stage is Negotiations, and another dynamic list can be created for prospects whose opportunity stage is Closed Won.

When an opportunity moves from Negotiations to Closed Won in Salesforce, the prospect associated with that opportunity will be removed from the Negotiations list and added to the Closed Won list in Marketing Cloud Account Engagement. A completion action, a page action, or an automation rule are not the best tools to accomplish the goal of creating different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle and automatically updating the prospect list membership based on the opportunity stage change in

Salesforce, as they are related to other aspects of automation, such as performing actions after a prospect completes a marketing element, visits a web page, or meets certain criteria, but not segmenting prospects based on their opportunity stage in Salesforce. References: Salesforce documentation

NEW QUESTION: 55

How many times does a segmentation rule run?

- A.** Continuously, whenever new prospects are created.
- B.** Up to five times., as long as the user enables the repeat setting.
- C.** As many times as the user specifies when they create the rule.
- D.** Once, as soon as the user completes the rule creation process.

Answer: D ([LEAVE A REPLY](#))

A segmentation rule is a type of rule that allows marketers to segment their prospects based on specific criteria, such as field values, activities, or scores. A segmentation rule runs only once, as soon as the user completes the rule creation process. The rule will not run again, unless the user manually re-runs it or schedules it to run at a later date. A segmentation rule does not run continuously, up to five times, or as many times as the user specifies when they create the rule¹. Reference: 1: Segmentation Rules

NEW QUESTION: 56

The marketing team thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them.

Which Marketing Cloud Account Engagement feature of email flow could be used to run these tests?

- A.** Create a static list of approved users to use as the recipient list in the sending tab.
- B.** Create a dynamic list of approved users to use as the recipient list in the sending tab.
- C.** Create a test list of approved users to use in the testing tab of the email flow.
- D.** Create a one-off email test send by entering an email address in the Send to Individual Emails section of the testing tab.

Answer: C ([LEAVE A REPLY](#))

Explanation

To test emails before sending them, the marketing team can use the test list feature in the testing tab of the email flow. This feature allows them to send test emails to a list of approved users who can view the links and variable tags as prospects will see them. The test list can be created in Marketing Cloud Account Engagement and added to the testing tab of the email flow. References: [Marketing Cloud Account Engagement Test List]

NEW QUESTION: 57

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: 58

A Marketing Cloud Account Engagement administrator wants to gather a prospect ' s company name and Job title, but only once they have captured prospect ' s first name, last name and email address in a previous form submission.

Which feature should they use?

- A.** Progressive Profiling
- B.** Always display even if previously completed
- C.** reCaptcha
- D.** Dependent Fields

Answer: A (LEAVE A REPLY)

The feature that the Marketing Cloud Account Engagement administrator should use to gather a prospect's company name and job title, but only once they have captured the prospect's first name, last name, and email address in a previous form submission, is progressive profiling.

Progressive profiling is a feature that allows the administrator to display different fields on a form based on the information that the prospect has already provided. This way, the administrator can avoid asking the same questions repeatedly and collect more information gradually.

Progressive profiling can be enabled on a form by selecting the option "Always display even if previously completed" for the fields that are required, such as first name, last name, and email address, and selecting the option "Only display if progressive profiling is enabled and the field is blank" for the fields that are optional, such as company name and job title. This way, the form will only show the optional fields once the required fields are filled out. Always display even if previously completed, reCaptcha, and dependent fields are not features that can achieve the same goal as progressive profiling. Always display even if previously completed is an option that can be used to enable progressive profiling, but it is not a feature by itself. reCaptcha is a feature that can be used to prevent spam submissions on a form, but it does not affect the fields that are displayed on the form. Dependent fields are fields that are displayed or hidden based on the value of another field, but they do not depend on whether the prospect has already provided the information or not. References Progressive Profiling

NEW QUESTION: 59

There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?

- A.** Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B.** Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C.** Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D.** Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Answer: A (LEAVE A REPLY)

The automatic workflow that can be created to prevent the unassigned prospects from getting assigned is to create an automation rule based on the prospects' time to adjust their score to 0 if they haven't been active in 60 days. 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 prospect¹. Therefore, an automation rule is ideal for creating a workflow that resets the score of the unassigned prospects who have been inactive for 60 days, and prevents them from getting assigned by another automation rule that assigns prospects based on their score. To create an automation rule, you need to specify the criteria and the actions that you want to execute. For example, you can create an automation rule

that matches prospects who have not been assigned to a user, have not had any activity in the last 60 days, and have a score greater than 0, and then use the action Adjust Score to set their score to 0.

NEW QUESTION: 60

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: A ([LEAVE A REPLY](#))

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: 61

A repeating engagement program is set to allow prospects to be eligible to re-enter every 90 days and has a total entries limit of 5.

A user decides that the total entries limit should be changed to 10. The user pauses the program, changes the total entries limit to 10 and restarts the program.

What will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit?

- A.** Prospects will re-enter the program after waiting another 90 days.
- B.** Prospects will re-enter the program immediately.
- C.** Prospects will remain ineligible to re-enter the program.
- D.** Prospects will NOT re-enter the program until manually approved to re-enter.

Answer: ([SHOW ANSWER](#)**)**

Explanation

The answer that correctly describes what will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit is that prospects will re-enter the program immediately. A repeating engagement program is a type of program that allows prospects to re-enter the program after a certain period of time, such as 90 days, and up to a certain number of times, such as 5. If a user changes the total entries limit to a higher number, such as 10, the prospects who have already reached the previous limit, but are eligible to re-enter based on the time period, will re-enter the program as soon as the user restarts the program. Prospects will not re-enter the program after waiting another 90 days, remain ineligible to re-enter the program, or not re-enter the program until manually approved, as these are not the effects of changing the total entries limit². References: 2: Repeating Engagement Programs

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NEW QUESTION: 62

Arrange the steps to Access a Prospect Record:

- A. Select Prospect
- B. Mouseover Prospects
- C. Click Prospect List
- D. A B C
- E. A C B
- F. B C A
- G. C A B

Answer: C (LEAVE A REPLY)

According to the Salesforce documentation, the correct steps to access a Prospect Record are: B) Mouseover Prospects, C) Click Prospect List, and A) Select Prospect. 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. To access a Prospect Record, the user needs to follow these steps:

* Mouseover Prospects: The user needs to move the cursor over the Prospects tab in the navigation bar in Marketing Cloud Account Engagement. This will open a drop-down menu with different options, such as Prospect List, Add Prospect, or Import Prospects.

* Click Prospect List: The user needs to click on the Prospect List option in the drop-down menu. This will open the Prospect List page, which shows a list of prospects in Marketing Cloud Account Engagement. The user can customize, sort, filter, search, or export the Prospect List, and they can also perform different actions on the prospects, such as assign, delete, or edit.

* Select Prospect: The user needs to select the prospect that they want to access from the Prospect List.

This will open the Prospect Record page, which shows the detailed information and activity history of the prospect. The user can view, edit, or update the Prospect Record, and they can also perform different actions on the prospect, such as sending an email, adding to a list, or changing the score or grade.

References: Salesforce documentation

NEW QUESTION: 63

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. References: Salesforce documentation

NEW QUESTION: 64

LenoxSoft needs their form to post directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission.

Which Marketing Cloud Account Engagement tool should they use?

A. Dynamic Content

B. Form Handler

C. Custom Redirect

D. Marketing Cloud Account Engagement Form

Answer: B ([LEAVE A REPLY](#))

Explanation

To post a form directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission, LenoxSoft should use the form handler tool in Marketing Cloud Account Engagement. This tool allows them to use their own forms while still sending the data to Marketing Cloud Account Engagement.

They can specify the third-party platform's URL as the post URL in the form handler settings and map the form fields to Marketing Cloud Account Engagement fields. References: [Marketing Cloud Account Engagement Form Handler]

NEW QUESTION: 65

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

What is 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: 66

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. References: Salesforce documentation

NEW QUESTION: 67

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.

References: 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: 68

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

How should the user resolve this issue?

- A. Edit the list to be available for "Email Sending"
- 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: 69

How can you delete a prospect?

- A. Through a completion action.
- B. Through an automation rule.
- C. You can't delete prospects.
- D. Through the prospect table actions.

Answer: D (LEAVE A REPLY)

You can delete a prospect through the prospect table actions. The prospect table is a list of all the prospects in your Marketing Cloud Account Engagement account, which you can access by navigating to Prospects > Prospect List. From there, you can select one or more prospects and click on the Tools button to see the available actions. One of the actions is Delete, which will permanently remove the selected prospects from your Marketing Cloud Account Engagement account. You can also delete a single prospect by clicking on their name and then clicking on the Delete button on their record.

Answer A is incorrect because you cannot delete a prospect 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. You can use completion actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not deleting them. Answer B is incorrect because you cannot delete a prospect through an automation rule. 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 deleting them. Answer C is incorrect because you can delete prospects, as explained above. Reference: Prospect List, [Delete Prospects], [Completion Actions], [Automation Rules]

NEW QUESTION: 70

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

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

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

Answer: ([SHOW ANSWER](#))

The best way to configure a thank you email to be sent after the form on the "Request a Demo" landing page is submitted is to configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted. An autoresponder email is an email that is automatically sent to a prospect after they complete a desired activity, such as submitting a form or clicking a custom link. You can use autoresponder emails to thank your prospects, confirm their actions, or provide them with additional information or content. 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 link. You can use completion actions to perform actions on the prospects who complete the activity, such as adding them to a list, assigning them to a user, or changing their field values. To configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted, you need to go to Marketing > Forms > Forms > Request a Demo > Completion Actions > Add New Action > Send Autoresponder Email, and select the email that you want to send.

NEW QUESTION: 71

If the information in Salesforce differs from the information in Marketing Cloud Account Engagement, by default what information will be kept?

- A.** The information in Salesforce will override the information in Marketing Cloud Account Engagement
- B.** The information in Marketing Cloud Account Engagement will override the information in Salesforce
- C.** All information will be kept, which may result in two records for one person
- D.** The differing information will be deleted from both Salesforce and Marketing Cloud Account Engagement, which may result in blank records

https://help.salesforce.com/articleView?id=Marketing_Cloud_Account_Engagement_default_prospect_field_mapping.htm&type=5

Answer: ([SHOW ANSWER](#))

Explanation

By default, if the information in Salesforce differs from the information in Marketing Cloud Account Engagement, the information in Salesforce will override the information in Marketing Cloud Account Engagement. This means that Salesforce is the master source of truth for most fields, and any changes made in Salesforce will overwrite the values in Marketing Cloud Account Engagement. However, this behavior can be customized for each field in Marketing Cloud Account Engagement, by choosing one of the following options:

Use Marketing Cloud Account Engagement's value, Use Salesforce's value, or Use the most recently updated record. You can also prevent a field from syncing at all by choosing Do not sync. For more details -> 45

NEW QUESTION: 72

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](#))

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: 73

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](#))

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. Reference: Forms and Form Handlers, Form Display Options

NEW QUESTION: 74

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: B ([LEAVE A REPLY](#))

Explanation

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. References: Account Engagement Form Troubleshooting and FAQ

NEW QUESTION: 75

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.

References: Salesforce documentation

NEW QUESTION: 76

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: A (LEAVE A REPLY)

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 Reference: 5: Marketing Cloud Account Engagement Competitor Monitoring: Spy on Competitor SEO Health⁶: Understanding Marketing Cloud Account Engagement Notifications for User Email Preferences

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NEW QUESTION: 77

What is the main difference between automation rules and segmentation rules?

- A. Segmentation rules do not run retroactively
- B. Automation rules do run retroactively

- C. Automation rules run continuously; segmentation rules run once.
- D. Neither will "unmatched" prospects

Answer: C (LEAVE A REPLY)

Automation Rules	Segmentation Rules
Offer the most comprehensive set of actions	Offer limited actions (that all deal with building lists and campaigns)
Run continuously	Run once

Explanation:

Automation rules and segmentation rules are both types of Marketing Cloud Account Engagement automation that allow you to perform actions based on criteria. However, the main difference between them is that automation rules run continuously and segmentation rules run once. Automation rules are always on and listening for changes or activity, and they can apply actions to prospects that match the criteria now or in the future. Segmentation rules are designed to pull a one-time list of prospects, then apply the set actions, such as adding them to a list or a Salesforce campaign. Once run, segmentation rules have to be copied to run again

NEW QUESTION: 78

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)

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: 79

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: 80

Which asset needs to be created first in order for a user to send a prospect a one-to-one email?

- A. Autoresponder
- B. Engagement studio program email
- C. Email template
- D. List email

Answer: C ([LEAVE A REPLY](#))

Explanation

According to the Salesforce documentation, the asset that needs to be created first in order for a user to send a prospect a one-to-one email is an email template. A one-to-one email is an email that is sent to an individual prospect, such as a follow-up or a confirmation email. A one-to-one email can be sent from the prospect record, a list, a report, or a campaign. To send a one-to-one email, the user needs to have an email template that defines the content and layout of the email. An email template can be created in Email Studio or Content Builder, and it can be personalized with variable tags or dynamic content. An autoresponder, an engagement studio program email, or a list email are not assets that need to be created first in order for a user to send a prospect a one-to-one email, as they are related to other types of email sends, such as automated responses, program emails, or mass emails. References: Salesforce documentation

NEW QUESTION: 81

What does the Data.com connector allow you to do?

- A. Sync all your prospects to Salesforce
- B. Connect with your meeting software
- C. Quickly jump into the Data.com results for a prospect or their company

Answer: ([SHOW ANSWER](#))

Explanation

The Data.com connector allows you to quickly jump into the Data.com results for a prospect or their company.

This feature enables you to access additional information and insights about your prospects and accounts from Data.com, such as industry, revenue, employee count, contact details and more. The Data.com connector does not sync your prospects to Salesforce, connect with your meeting software or do anything else.

NEW QUESTION: 82

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: A,C (LEAVE A REPLY)

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: 83

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)

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. Reference: Anonymous Visitors

NEW QUESTION: 84

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: 85

Which two actions occur when an automation rule is deleted?

Choose 2 answers

- A.** Prospects will no longer be able to match the rule.
- B.** The rule will be sent to the recycle bin in paused mode.
- C.** Actions that have applied to prospects are undone.
- D.** Any prospects who matched the rule will be deleted.

Answer: A,B (LEAVE A REPLY)

When an automation rule is deleted, it means that the rule is no longer active and will not run on any prospects. Therefore, prospects will no longer be able to match the rule (A). The rule will also be sent to the recycle bin in paused mode, where it can be restored or permanently deleted (B). However, deleting an automation rule does not undo the actions that have already been applied to the prospects who matched the rule before. Nor does it delete any prospects who matched the rule (D). Reference: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION: 86

A marketing user wants to test two similar versions of an email to see which one performs better.

How should they run this test?

- A.** Send one version to the list now, another to the same list later, and then compare the results to determine a winner based on clicks or opens.
- B.** Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens.
- C.** Send the two versions to two different lists, and then compare the results to determine a winner based on clicks or opens.
- D.** Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on event signups.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 87

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)

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. Reference: Salesforce documentation

NEW QUESTION: 88

Where on a prospect record should an administrator look to help determine the reason a prospect is unavailable?

- A.** Lifecycle and Profile
- B.** Activities and Audits
- C.** Activities and Lifecycle
- D.** Profile and Audits

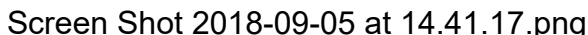
Answer: A ([LEAVE A REPLY](#))

Explanation

The best place to look on a prospect record to help determine the reason a prospect is unavailable is the Lifecycle and Profile section. This section shows the mailability status of the prospect, which can be one of the following: Mailable, Mailable - Transactional Emails Only, Undeliverable, Unmailable, or Unsubscribed⁴. The mailability status is determined by various factors, such as the prospect's email opt-out preference, the do not email flag, the hard bounce or soft bounce detection, and the prospect's location in the recycle bin⁵. The Lifecycle and Profile section also shows the email address, the email preference center, and the email opt-out date of the prospect, which can provide more information about the prospect's mailability

NEW QUESTION: 89

What is the main difference between automation rules and segmentation rules?

- A.** Segmentation rules do not run retroactively
- B.** Automation rules do run retroactively
- C.** Automation rules run continuously; segmentation rules run once.
- D.** Neither will " unmatched " prospects 

Answer: ([SHOW ANSWER](#))

Automation rules and segmentation rules are both types of Marketing Cloud Account Engagement automation that allow you to perform actions based on criteria. However, the main difference between them is that automation rules run continuously and segmentation rules run once. Automation rules are always on and listening for changes or activity, and they can apply actions to prospects that match the criteria now or in the future. Segmentation rules are designed to pull a one-time list of prospects, then apply the set actions, such as adding them to a list or a Salesforce campaign. Once run, segmentation rules have to be copied to run again

NEW QUESTION: 90

What information is required when creating a prospect manually?

- A.** Campaign, Company, Email, Score
- B.** Account, Email, Profile, Score
- C.** Campaign, Email, Full Name, Profile
- D.** Campaign, Email, Profile, Score

Answer: D (LEAVE A REPLY)

Explanation

<https://static1.squarespace.com/static/54359ec1e4b0d2eefcc96bb0/t/5b930f624ae2373f8cb06bad/153636438862>

Create Prospect

First Name

Last Name

Email*

Company

Account [No account](#)

Website

Campaign

Profile*

Assign To

Notes

Score*

The information that is required when creating a prospect manually is campaign, email, profile, and score. A prospect is a potential customer who has expressed some interest in your products or services, and whose information you have captured in Marketing Cloud Account Engagement. You can create a prospect manually in Marketing Cloud Account Engagement by entering their information in a form, or by importing them from a file. When creating a prospect manually, you need to provide the following information:

* Campaign: The marketing initiative that you use to track the first touch point with the prospect, such as a trade show, a webinar, or a Google Ad. You can select a campaign from the drop-down menu, or use the default campaign that you set in your account settings.

* Email: The email address of the prospect, which is used as the unique identifier for the prospect record.

You need to enter a valid email address for the prospect, or the prospect will not be created.

* Profile: The category that you use to segment your prospects based on their characteristics, such as industry, role, or product interest. You can select a profile from the drop-down menu, or use the default profile that you set in your account settings.

* Score: The numerical value that indicates the level of interest or engagement of the prospect in your products or services. You can enter a score for the prospect, or use the default score of 0 that is assigned to new prospects.

Other information that you can provide when creating a prospect manually are:

* First Name: The first name of the prospect, which can be used for personalization or segmentation.

- * Last Name: The last name of the prospect, which can be used for personalization or segmentation.
- * Company: The name of the company that the prospect works for, which can be used for reporting or segmentation.
- * Website: The URL of the website that the prospect visits or owns, which can be used for tracking or segmentation.
- * Assign To: The user that you want to assign the prospect to, who will be responsible for following up with the prospect. You can select a user from the drop-down menu, or use the default user that you set in your account settings.

NEW QUESTION: 91

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: (SHOW ANSWER)

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.

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NEW QUESTION: 92

A new automation rule is created.

What action is required for prospects to begin matching that automation rule?

- A. Resume the rule after saving
- B. Sava the rule without any additional action
- C. Schedule the rule to run before saving it
- D. Preview the rule before saving it

Answer: B (LEAVE A REPLY)

Explanation

A new automation rule does not require any additional action for prospects to begin matching that automation rule, other than saving the rule. Automation rules are active by default once they are saved, and they run every hour to match prospects based on the rule criteria. Resuming, scheduling, or previewing the rule are not actions that are required for prospects to begin matching the rule, but they are optional features that can be used to manage or test the rule. References Automation Rules Overview

NEW QUESTION: 93

A new Lead record is created in Salesforce without an automatically email address and the Salesforce connector is set to automatically create prospects In Marketing Cloud Account Engagement.

What action will occur in Marketing Cloud Account Engagement?

- A. A new visitor record will be created.
- B. A new Account will be created.
- C. No new record will be created.
- D. A new prospect record will be created.

Answer: C (LEAVE A REPLY)

Explanation

According to the [Salesforce documentation], when 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 record 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 lead record cannot be synced or matched with a prospect record. A visitor record is created only when a person visits a tracked web page, not when a lead record is created in Salesforce. A new account will not be created either, as accounts are synced from Salesforce to Marketing Cloud Account Engagement based on the account ID of the associated lead or contact record. A new prospect record will not be created, as explained above.

References: [Salesforce documentation]

NEW QUESTION: 94

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)

Explanation

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: 95

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](#))

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: 96

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: 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: ([SHOW ANSWER](#))

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 record.
- * 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

A marketer wants to assign prospect to a group of users if the prospects meet the following criteria:

- * Score greater than 100
- * Grade greater than a B
- * Has completed a form on any landing page
- * Has a "Product of Interest" field value of either A or B

What automation tool could be used to assign the prospects?

- A.** An automation rule with rule groups
- B.** Completion actions on each landing page
- C.** A segmentation rule with the groups
- D.** Completion actions on each Form

Answer: A (LEAVE A REPLY)

In Pardot, the best tool to use for assigning prospects to a group of users based on specific criteria is an automation rule with rule groups. Automation rules allow for the creation of complex criteria that prospects must meet to trigger certain actions. In this scenario, the rule would check for prospects with a score greater than 100, a grade greater than B, completion of any form on a landing page, and a "Product of Interest" field value of either A or B. Once a prospect meets these conditions, the automation rule can then assign them to the specified group of users. This method is efficient for processing large numbers of prospects automatically and continuously, which is not as feasible with completion actions on forms or landing pages, or with a one-time use segmentation rule.

NEW QUESTION: 99

The Marketing Cloud Account Engagement prospect audit capabilities can list all the data that was obtained by Marketing Cloud Account Engagement and how the data changes as the prospect interact with your emails, website, and CRM sync.

- A.** True
- B.** False

Answer: A (LEAVE A REPLY)

The Marketing Cloud Account Engagement prospect audit capabilities can list all the data that was obtained by Marketing Cloud Account Engagement and how the data changes as the prospect interact with your emails, website, and CRM sync. This is true because the prospect

audit table displays details about changes to the prospect record, such as field changes, list changes, assignments, form errors, email opens, link clicks, page views, CRM syncs and more.

NEW QUESTION: 100

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: 101

Which of the following can "unmatched" prospects?

- A.** Automation Rules
- B.** Dynamic Lists
- C.** Segmentation Rules

Answer: B ([LEAVE A REPLY](#))

Dynamic lists are lists that automatically add or remove prospects based on criteria that you define. Prospects can be "unmatched" from a dynamic list if they no longer meet the criteria. For example, if you have a dynamic list of prospects who have opened an email in the last 30 days, and a prospect does not open any email for 31 days, they will be removed from the list. Automation rules and segmentation rules do not "unmatch" prospects, they only apply actions to prospects that match the criteria

NEW QUESTION: 102

How can a marketer avoid emailing prospects more than once in a ten day span?

- A.** Use an automation rule to create a frequency suppression list.
- B.** Use the global account setting to suppress frequently emailed prospects.
- C.** Use a segmentation rule to create a frequency suppression list.
- D.** Use a dynamic list to create a frequency suppression list.

Answer: D ([LEAVE A REPLY](#))

The way that a marketer can avoid emailing prospects more than once in a ten day span is to use a dynamic list to create a frequency suppression list. A dynamic list is a type of list that automatically updates based on specific criteria, such as field values, activities, or scores. A frequency suppression list is a type of list that excludes prospects who have been emailed within a certain time frame, such as ten days. By using a dynamic list with a frequency suppression criteria, a marketer can ensure that they do not email prospects who have already received an email recently. Using an automation rule, a global account setting, or a segmentation rule are not ways that a marketer can avoid emailing

prospects more than once in a ten day span, as they either do not create lists, do not update automatically, or do not run continuously².

References: 2: Dynamic Lists

NEW QUESTION: 103

A user creates a copy of Email Template A, makes changes and saves as Email Template B. They send a list email using Email Template B.

The user finds that Email Template A's reporting metrics are not changing as a result of the new list email send.

Why would this occur?

A. An email template's metrics do not change after the template is used one time.

B. Email Template A should have been deleted after creating the copy.

C. The metrics would be attributed to Email Template B.

D. The user should have made Email Template A the primary template.

Answer: C (LEAVE A REPLY)

The reason why the reporting metrics of Email Template A are not changing as a result of the new list email send is that the metrics would be attributed to Email Template B. When a user creates a copy of an email template, makes changes and saves it as a new email template, the new email template becomes a separate entity from the original email template. The new email template has its own name, ID, and reporting metrics.

The reporting metrics of an email template include the number of sends, total opens, unique opens, total clicks, unique clicks, opt-outs, and spam complaints. These metrics are calculated based on the emails that use the email template. Therefore, when the user sends a list email using Email Template B, the reporting metrics of Email Template B are updated, but the reporting metrics of Email Template A are not affected¹.

Option A is not correct because an email template's metrics do change after the template is used one time. An email template's metrics are updated every time an email that uses the template is sent, opened, clicked, opted out, or marked as spam¹. Option B is not correct because Email Template A should not have been deleted after creating the copy. Deleting an email template does not affect the reporting metrics of the template or the emails that use the template. Deleting an email template only prevents the template from being used for new emails¹. Option D is not correct because the user should not have made Email Template A the primary template. There is no concept of a primary template in Marketing Cloud Account Engagement. Each email template is independent and can be used for different types of emails. Making Email Template A the primary template would not change the reporting metrics of the template or the emails that use the template.

NEW QUESTION: 104

What list email or email template report deliverability metric could indicate an unverified sending domain?

A. Forward count

B. Hard bounces

C. Skimmed percentage

D. Total queued

Answer: B (LEAVE A REPLY)

The list email or email template report deliverability metric that could indicate an unverified sending domain is hard bounces. Hard bounces are permanent delivery failures, such as invalid email addresses or blocked domains. Hard bounces can negatively affect the sender reputation and the email deliverability. One of the possible causes of hard bounces is an unverified sending domain, which means that the email domain used to send emails from Marketing Cloud Account Engagement is not authenticated and verified by Marketing Cloud Account Engagement. An unverified sending domain can result in the email servers rejecting the emails as spam or phishing attempts. To avoid hard bounces and improve email deliverability, the marketer should verify the sending domain in Marketing Cloud Account Engagement by following the steps in the reference link. Forward count, skimmed percentage, and total queued are not deliverability metrics that could indicate an unverified sending domain. Forward count measures how many recipients forwarded the email to another person. Skimmed percentage measures how many

recipients opened the email for less than two seconds. Total queued measures how many emails were waiting to be sent from Marketing Cloud Account Engagement. These metrics are not related to the email domain verification or the email delivery failures. Reference Verify Your Sending Domain

NEW QUESTION: 105

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. References: Salesforce documentation

NEW QUESTION: 106

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: A,B,C (LEAVE A REPLY)

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

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NEW QUESTION: 107

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. References: Salesforce documentation

NEW QUESTION: 108

A marketing manager wants to view list email engagement metrics in Engagement History in Salesforce.

Which metric is not supported?

- A. Total Replies
- B. Total Delivered
- C. Unique Opens
- D. Opt Out Rate

Answer: (SHOW ANSWER)

If a marketing manager wants to view list email engagement metrics in Engagement History in Salesforce, they will not be able to see the Total Replies metric (A). This metric is not supported by Engagement History, which only shows the following metrics for list emails: Total Delivered, Unique Opens, Unique Clicks, Hard Bounces, Soft Bounces, Opt Outs, and Spam Complaints. The other metrics (B, C, D) are supported by Engagement History and can be viewed in Salesforce. Reference: Salesforce Engagement History: A Complete Overview

NEW QUESTION: 109

There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?

- A.** Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B.** Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C.** Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D.** Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Answer: A ([LEAVE A REPLY](#))

The automatic workflow that can be created to prevent the unassigned prospects from getting assigned is to create an automation rule based on the prospects' time to adjust their score to 0 if they haven't been active in 60 days. 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 prospect¹. Therefore, an automation rule is ideal for creating a workflow that resets the score of the unassigned prospects who have been inactive for 60 days, and prevents them from getting assigned by another automation rule that assigns prospects based on their score. To create an automation rule, you need to specify the criteria and the actions that you want to execute. For example, you can create an automation rule that matches prospects who have not been assigned to a user, have not had any activity in the last 60 days, and have a score greater than 0, and then use the action Adjust Score to set their score to 0.

NEW QUESTION: 110

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: 111

Which Salesforce custom fields will sync with Marketing Cloud Account Engagement?

- A.** Custom Record Type fields
- B.** Custom Prospect fields

- C. Custom Account fields
- D. Custom Opportunity fields

Answer: B,C,D ([LEAVE A REPLY](#))

Explanation

Marketing Cloud Account Engagement can sync with Salesforce custom fields that are on the Lead, Contact, or Account objects. Custom Prospect fields in Marketing Cloud Account Engagement can be mapped to custom Lead or Contact fields in Salesforce. Custom Account fields in Marketing Cloud Account Engagement can be mapped to custom Account fields in Salesforce. Custom Opportunity fields in Marketing Cloud Account Engagement can be mapped to custom Opportunity fields in Salesforce. Custom Record Type fields are not supported by Marketing Cloud Account Engagement and cannot be synced

NEW QUESTION: 112

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](#))

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. Reference: Salesforce documentation

NEW QUESTION: 113

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: ([SHOW ANSWER](#))

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: 114

A Marketing Cloud Account Engagement administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.

What is the recommended way to identify these prospects to export to .csv?

- A.** Create an automation rule based on product Name.
- B.** Create a completion action based on Product Name.
- C.** Create a dynamic list based on Product Name.
- D.** Create a segmentation rule based on Product Name.

Answer: [\(SHOW ANSWER\)](#)

The recommended way to identify the prospects who purchased a certain product within the last year and export them to a .csv file is to create a segmentation rule based on the Product Name field. A segmentation rule is a one-time rule that matches prospects based on certain criteria and performs certain actions. You can create a segmentation rule that matches prospects who have the specific product name in the Product Name field and the action to export them to a .csv file. This way, you can get a one-time export of all the prospects who have the product name before it changes. An automation rule, a completion action, or a dynamic list are not suitable for this goal, as they are either recurring, real-time, or based on an activity, not a one-time export based on a field value. Reference [Segmentation Rules Overview]

NEW QUESTION: 115

How can a prospect's score be changed?

- A.** Through automation rules.
- B.** Through scoring model changes.
- C.** Through completion actions.
- D.** All of the above.

Answer: **D** [\(LEAVE A REPLY\)](#)

Explanation

According to the Salesforce documentation, a prospect's score can be changed through automation rules, scoring model changes, or completion actions. A prospect's 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. A prospect's score can be changed by using different methods, such as:

- * Automation rules: An automation rule is an automation tool that can be used to update a prospect's score when the prospect meets certain criteria, such as prospect field values, activities, or scores. For example, an automation rule can be created to increase a prospect's score by 10 points when the prospect visits a specific web page.
- * Scoring model changes: A scoring model is a feature that allows users to customize the scoring rules for different types of activities, such as email opens, form submissions, or custom redirects. A scoring model can be changed by editing the default scoring model in Marketing Cloud Account Engagement, or by creating a custom scoring model for a specific group of prospects. For example, a scoring model can be changed to assign more points to an email open, or to create a different scoring model for prospects from a certain industry.
- * Completion actions: A completion action is an automation tool that can be used to adjust a prospect's score after the prospect successfully completes a marketing element, such as submitting a form, clicking a link, or visiting a web page. A completion action can be used to increase or

decrease a prospect's score by a specific amount, or to reset a prospect's score to zero. For example, a completion action can be created to decrease a prospect's score by 5 points when the prospect unsubscribes from an email.

References: Salesforce documentation

NEW QUESTION: 116

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](#))

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: 117

New feature alerts can be found at the top of the dashboard.

- A.** True
- B.** False

Answer: A ([LEAVE A REPLY](#))

Explanation

According to the Salesforce documentation, the answer is true. New feature alerts can be found at the top of the dashboard. A new feature alert is a notification that informs the user about the latest features and updates that are available in Marketing Cloud Account Engagement. A new feature alert can be found at the top of the dashboard in Marketing Cloud Account Engagement, and it can show different information, such as the name, description, or link of the new feature or update. The user can click on the new feature alert to learn more about it, or to access it. The user can also dismiss the new feature alert by clicking on the X icon, or view the previous new feature alerts by clicking on the bell icon. The new feature alerts can help the user to stay informed and updated about the new features and updates that are available in Marketing Cloud Account Engagement, and to take advantage of them. References: Salesforce documentation

NEW QUESTION: 118

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: [\(SHOW ANSWER\)](#)

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: 119

Which two requirements must be met in order to have both the Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field? Choose 2 answers

- A. The Lead and Contact fields must have the same API name.
- B. The Marketing Cloud Account Engagement field must be mapped to the Salesforce field.
- C. The Lead and Contact fields must have the same Salesforce field label.
- D. The Marketing Cloud Account Engagement field must be a drop-down field.

Answer: [A,B \(LEAVE A REPLY\)](#)

According to the Salesforce documentation, in order to sync a Marketing Cloud Account Engagement prospect field with both a lead and a contact field in Salesforce, the lead and contact fields must have the same API name, and the Marketing Cloud Account Engagement field must be mapped to the Salesforce field. The API name is the unique identifier for the field that is used by the system to sync the data. The field mapping is the configuration that tells Marketing Cloud Account Engagement which Salesforce field to sync with. The Salesforce field label and the Marketing Cloud Account Engagement field type are not relevant for the field sync, as long as they are compatible. Reference: Salesforce documentation

NEW QUESTION: 120

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: [B \(LEAVE A REPLY\)](#)

Explanation

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.

References B2B Marketing Analytics Overview

NEW QUESTION: 121

How can a prospect's score be changed?

- A. Through automation rules.
- B. Through scoring model changes.
- C. Through completion actions.
- D. All of the above.

Answer: D (LEAVE A REPLY)

According to the Salesforce documentation, a prospect's score can be changed through automation rules, scoring model changes, or completion actions. A prospect's 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. A prospect's score can be changed by using different methods, such as:

Automation rules: An automation rule is an automation tool that can be used to update a prospect's score when the prospect meets certain criteria, such as prospect field values, activities, or scores. For example, an automation rule can be created to increase a prospect's score by 10 points when the prospect visits a specific web page.

Scoring model changes: A scoring model is a feature that allows users to customize the scoring rules for different types of activities, such as email opens, form submissions, or custom redirects. A scoring model can be changed by editing the default scoring model in Marketing Cloud Account Engagement, or by creating a custom scoring model for a specific group of prospects. For example, a scoring model can be changed to assign more points to an email open, or to create a different scoring model for prospects from a certain industry.

Completion actions: A completion action is an automation tool that can be used to adjust a prospect's score after the prospect successfully completes a marketing element, such as submitting a form, clicking a link, or visiting a web page. A completion action can be used to increase or decrease a prospect's score by a specific amount, or to reset a prospect's score to zero. For example, a completion action can be created to decrease a prospect's score by 5 points when the prospect unsubscribes from an email.

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