[Q61-Q77 Latest Marketing-Cloud-Account-Engagement-Specialist Practice Test Questions Verified Answers As Experienced in the Actual Test!

Latest Marketing-Cloud-Account-Engagement-Specialist Practice Test Questions Verified Answers As Experienced in the Actual Test!
Pass Salesforce Marketing-Cloud-Account-Engagement-Specialist Exam in First Attempt Easily

NO.61 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 completion action on the form submission
* A dynamic list used to send list emails using the email template
* An automation rule with a Match All match type
* An automation rule with a Match Any match type

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

NO.62 What type of Information do rule step types look for in engagement studio programs?
* Prospect Interest
* Prospect behavior
* Prospect activity
* Prospect criteria

Explanation

Rule step types in engagement studio programs are used to check the prospect criteria, such as field values, list membership, tags, grades, scores, etc. Rule steps can branch the program based on whether the prospect meets the criteria or not. For example, a rule step can check if the prospect has a certain job title or industry and send them different emails accordingly. Prospect interest, behavior, and activity are not rule step types, but they can be used as criteria for rule steps. References Engagement Studio: Rule Steps

NO.63 How could a visitor convert to a prospect?
* Download an eBook
* Open a Marketing Cloud Account Engagement email
* Submit a Marketing Cloud Account Engagement form
* Watch a video hosted in Wistia

Explanation

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

NO.64 If the information in Salesforce differs from the information in Marketing Cloud Account Engagement, by default what information will be kept?
* The information in Salesforce will override the information in Marketing Cloud Account Engagement
* The information in Marketing Cloud Account Engagement will override the information in Salesforce
* All information will be kept, which may result in two records for one person
* 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
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

NO.65 Identify the paid search ad platforms for which Marketing Cloud Account Engagement has a native integration.
* Google AdWords
* Bing
* Yahoo
* All of the Above
Explanation

Marketing Cloud Account Engagement has a native integration with Google AdWords that allows you to track and measure the effectiveness of your paid search campaigns. You can link your AdWords account to Marketing Cloud Account Engagement and import cost data, conversions, and revenue information. You can also use Marketing Cloud Account Engagement to create landing pages and forms for your AdWords campaigns and track the prospects who click on your ads. Marketing Cloud Account Engagement does not have a native integration with Bing, Yahoo, or any other paid search ad platforms

NO.66 What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?
* The Opportunity must have the “Marketing Cloud Account Engagement” record type.
* The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.
* The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement
* The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.
Explanation

For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. This means that the Contact Role must be associated with a Contact record that has a Marketing Cloud Account Engagement prospect record. The Opportunity record type, source, or creator are not relevant for the sync1

NO.67 A visitor clicks on a custom redirect with an action of adding a tag. The visitor them fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list.

Which three things will happen to the prospect? (Choose three answers.)
* The prospect activities will show that the form was successfully completed.
* The prospect will be added to the list.
* The prospect activities will show that the custom redirect was clicked.
* The prospect will be tagged.
* The newly converted prospect will NOT be affected because it was their first submission.

Explanation

According to the Salesforce documentation, when a visitor clicks on a custom redirect with an action of adding a tag, and then fills out a form and becomes a prospect, the following three things will happen to the prospect:

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

NO.68 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?
* Create an automation rule based on product Name.
* Create a completion action based on Product Name.
* Create a dynamic list based on Product Name.
* Create a segmentation rule based on Product Name.

Explanation

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]

NO.69 Your client is looking for a way to increase the quality of leads that are being passed from marketing to sales.

What advice do you offer?
* Only pass on leads that are very active on your site no matter the company profile.
* Implement a blended lead scoring and grading system.
* Automatically assign all leads to sales reps in a round-robin system.
* Add more landing pages and forms to your site to increase the number of conversion opportunities.

Explanation

According to the Salesforce documentation, the advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales is: B) Implement a blended lead scoring and grading system. A lead scoring and grading system is a feature that allows users to measure and qualify the prospects based on their level of interest and fit for the business. A lead scoring and grading system can help users to prioritize and segment the prospects, and to pass the most qualified leads from marketing to sales. A lead scoring and grading system consists of two components: scoring and grading.

Scoring 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. Scoring can be done automatically by the default scoring model in Marketing Cloud Account Engagement, or manually by customizing the scoring rules. Grading is a letter value that indicates the level of fit of a prospect, based on their attributes, such as industry, job title, location, or company size. Grading can be done manually by creating profiles and matching them with the prospect’s information. By implementing a blended lead scoring and grading system, the client can increase the quality of leads that are being passed from marketing to sales, as they can identify the prospects who have both a high score and a high grade, meaning that they are both interested and suitable for the business. Only passing on leads that are very active on the site no matter the company profile, automatically assigning all leads to sales reps in a round-robin system, or adding more landing pages and forms to the site to increase the number of conversion opportunities are not the best advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales, as they are either ineffective, inefficient, or irrelevant ways of qualifying and prioritizing the leads.
References: Salesforce documentation

NO.70 A form is used to capture prospect data for a yearly conference. The form needs to add prospects to a list after the submit, but it should not retroactively apply actions to prospects that have already filled out the form.

What automation tool would effectively achieve this goal?
* Use a segmentation rule to add prospects to a list
* Use a dynamic list to add prospects to a list
* Use a completion action to add prospects to a list
* Use an automation rule to add prospects to a list

Explanation

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

NO.71 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?
* No new visitor record will be created.
* A new prospect record will be created.
* A new account will be created.
* No new prospect will be created.
Explanation

If a new Lead record is created in Salesforce without an email address and the Salesforce connector is set to

“automatically create prospects in Marketing Cloud Account Engagement”, no new prospect will be created in Marketing Cloud Account Engagement. This is because email address is a required field for creating a prospect in Marketing Cloud Account Engagement, and without it, the sync will fail. The Lead record will remain in Salesforce, but it will not have a corresponding prospect in Marketing Cloud Account Engagement1.

References: Marketing Cloud Account Engagement Sync Behavior

NO.72 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
* It is a Static List
* It is a Dynamic List
* It is a CRM Visible List
* It is a Public List
Explanation

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

NO.73 Where on a prospect record would you look to see if a prospect had registered for a webinar?
* Contents

* Insights
* Prospect Activities
* Custom Fields

Explanation

According to the Salesforce documentation, the place on a prospect record where the user would look to see if a prospect had registered for a webinar is: C) Prospect Activities. A prospect record is a feature that shows the detailed information and activity history of a prospect in Marketing Cloud Account Engagement. A prospect record can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different sections of information for the prospect, such as details, insights, activities, or custom fields. The Prospect Activities section shows the chronological list of actions and events that the prospect has performed or received, such as opening an email, clicking a link, submitting a form, or registering for a webinar. The user can use the Prospect Activities section to see if a prospect had registered for a webinar, and to see other details of the webinar registration, such as the date, time, or status. The user can also filter, search, or export the Prospect Activities section. The Contents, Insights, or Custom Fields sections are not the places on a prospect record where the user would look to see if a prospect had registered for a webinar, as they are related to other aspects of the prospect information, such as content preferences, engagement metrics, or custom data.

References: Salesforce documentation

NO.74 How can you set a prospect’s first touch campaign?

* Using automation rules.
* Using completion actions
* None of the above
* Using segmentation rules.

Explanation

A prospect’s first touch campaign is the campaign that is associated with the prospect when they are created in Marketing Cloud Account Engagement. This campaign can be set using completion actions, which are actions that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link1. Completion actions can be configured to change the prospect’s campaign to the one that is associated with the form or custom link

NO.75 Identify the differences between default and custom roles.

* Default roles are included with Marketing Cloud Account Engagement
* Custom roles can be edited
* Default roles can be edited
* Default roles can be deleted
* Custom Roles can be created from scratch
* Custom roles can be created from a default role
* Default roles are included with Marketing Cloud Account Engagement

Explanation

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

NO.76 What information can you access on the Prospect List?

* Prospect’s Name
* Prospect’s Email Address
* Prospect’s Title

* Prospect’s Company
* Prospect’s Grade
* Prospect’s Score
* Date of when prospect converted from a visitor
* Date of prospect’s last activity

Explanation

According to the Salesforce documentation, the information that can be accessed on the Prospect List are: A) Prospect’s Name, D) Prospect’s Company, E) Prospect’s Grade, F) Prospect’s Score, and H) Date of prospect’s last activity. The Prospect List is a feature that allows users to view and manage a list of prospects in Marketing Cloud Account Engagement. The Prospect List can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different columns of information for each prospect, such as name, company, grade, score, or last activity. The user can customize the columns that are displayed on the Prospect List, and they can also sort, filter, search, or export the Prospect List. The Prospect List can also show other information for each prospect, such as email address, title, date of when the prospect converted from a visitor, or custom fields, but these are not the default columns that are displayed on the Prospect List, and they need to be added by the user in the column settings. References: Salesforce documentation

NO.77 What does the Google Analytics connector allow Marketing Cloud Account Engagement to do?

* Update the conversion field in Google Analytics.
* Sync prospects with Google AdWords.
* Send emails to prospects from Gmail.
* Append UTM parameters to a prospect record.

Explanation

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

Salesforce Marketing-Cloud-Account-Engagement-Specialist Exam Syllabus Topics:

TopicDetailsTopic 1- Explain what a Grade measures and how grading is managed- Distinguish between the capabilities of, use cases for, and how to create different types of listsTopic 2- Identify the capabilities, use cases and interpret reporting metrics for landing pages- Distinguish between an Email and an Email TemplateTopic 3- Given a scenario, apply the appropriate plan of action using Prospect Audits- Define the capabilities of a completion actionTopic 4- Explain the components and use cases of an automation rule- Describe the capabilities of the Account Engagement Recycle BinTopic 5- Account Engagement Forms, Form Handlers and Landing Pages- Distinguish between the components of an engagement program

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