[Jan 06, 2024 Marketing-Cloud-Account-Engagement-Specialist Exam Dumps 100% Same Q&A In Your Real Exam [Q136-Q160

[Jan 06, 2024] Marketing-Cloud-Account-Engagement-Specialist Exam Dumps 100% Same Q&A In Your Real Exam
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Q136. 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?
* Configure an autoresponder email to send as a completion action when the ‘Request a Demo” landing page has been submitted.
* Configure an automation rule to send the email when “Request a Demo” form has been successfully completed.
* Configure a segmentation rule to send the email when “Request a Demo” landing page has been successfully completed.
* Configure an autoresponder email to send as a completion action when the “Request a Demo” form has been submitted.
Explanation

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.

Q137. What feature In Salesforce can be enabled to show landing page engagement data on a Salesforce Campaign page layout?
* Advanced Dynamic Content
* Marketing Cloud Account Engagement Activities Visualforce page
* Engagement History
* B2B Marketing Analytics
Explanation

According to the Salesforce documentation, the feature in Salesforce that can be enabled to show landing page engagement data on a Salesforce Campaign page layout is Engagement History. Engagement History is a feature that allows users to view and report on how prospects interact with Marketing Cloud Account Engagement marketing assets, such as emails, forms, landing pages, and custom redirects. Engagement History can be enabled for Salesforce Campaigns, Leads, Contacts, Accounts, and Opportunities, and it can display metrics such as views, clicks, submissions, and conversions. Advanced Dynamic Content, Marketing Cloud Account

Engagement Activities Visualforce page, and B2B Marketing Analytics are not features that can show landing page engagement data on a Salesforce Campaign page layout, as they are related to other aspects of marketing automation, such as personalization, activity tracking, and analytics.

References: Salesforce documentation

Q138. You can set up Marketing Cloud Account Engagement yourself to sync with Person Accounts.
* True
* False (you need to contact Marketing Cloud Account Engagement support to enable this functionality)
Explanation

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

Q139. Form or Form Handler? I want to use progressive profiling to personalize my form.
* Form Handler
* Form
Explanation

Form handlers allow you to use your own forms to post your data to Marketing Cloud Account Engagement. A form handler is a great alternative to use instead of Marketing Cloud Account Engagement forms. They allow you to fully customize the look of your form and submit data to more than one database. However, form handlers do not support progressive profiling, which is a feature that allows you to display new fields for known prospects and collect more information about them. To use progressive profiling, you need to create a Marketing Cloud Account Engagement form and enable it in the form settings

Q140. 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

Q141. Which three user role security limits can be added to an individual user account? (Choose three answers.)
* Max number of emails the user can send.
* Max number of prospects the user can manually delete.

* Max number of records a user can import.
* Max number of prospects the user can manually create.
* Max number of prospects the user can export.

Explanation

The three user role security limits that can be added to an individual user account are max number of emails the user can send, max number of records a user can import, and max number of prospects the user can export.

User role security limits are optional settings that allow you to restrict the actions that a user can perform in Marketing Cloud Account Engagement, based on their user role. You can use user role security limits to prevent users from sending too many emails, importing or exporting too many records, or deleting prospects or assets. User role security limits can be applied to individual user accounts or to user roles

Q142. New prospects match a dynamic lists rule criteria. This dynamic list is used as a recipient list on an engagement studio program.

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

* The prospects are added to the program, but do NOT start processing until the program is paused and restarted.
* The prospects remain on the list, but are NOT added to the program until the next day.
* The prospects are added to the program, but wait for a user to manually select them to process.
* The prospects are added to the program and automatically start processing through the program.

Explanation

The correct answer is that the prospects are added to the program and automatically start processing through the program. This is because dynamic lists are constantly updated based on the criteria that you define, and if a dynamic list is used as a recipient list on an engagement studio program, any new prospects that match the criteria will be added to the program as soon as they are synced to Marketing Cloud Account Engagement.

They will not wait for the program to be paused, restarted, or manually selected. They will start from the first step of the program and follow the path according to their actions and rules

Q143. What step type should be used in engagement studio if a user wants to branch prospects down two paths based on actions taken on a marketing asset?

* Rule
* Wait
* Trigger
* Action

Explanation

The step type that should be used in engagement studio if a user wants to branch prospects down two paths based on actions taken on a marketing asset is a trigger. A trigger is a step type that checks the behavior of the prospects, such as opening an email, clicking a link, submitting a form, etc. A trigger can branch the program based on whether the prospect has completed the behavior or not. For example, a trigger can check if the prospect has clicked on a link in an email and send them different emails accordingly. A rule is a step type that checks the criteria of the prospects, such as field values, list membership, tags, etc. A rule can branch the program based on whether the prospect meets the criteria or not. A wait is a step type that pauses the program for a period of time before executing the next step. A wait does not branch the program. An action is a step type that performs a certain action on the prospects, such as sending an email, adding to a list, changing a field value, etc. An action does not branch the program. References
Engagement Studio: Step Types

Q144. Arrange these events in sequence:
* The visitor is now a prospect.
* A visitor submits a conversion form
* A cookie is applied
* The prospect’s activity history is available to view in Marketing Cloud Account Engagement
* Visitors access your company website
* E C B A D
* E B A D C
* C B A D E
* A D E C B
Explanation

The correct sequence of events is E C B A D. Visitors access your company website (E), a cookie is applied, a visitor submits a conversion form (B), the visitor is now a prospect (A), and the prospect’s activity history is available to view in Marketing Cloud Account Engagement (D)4. This is how Marketing Cloud Account Engagement tracks and captures visitor and prospect data and behavior

Q145. If five prospects have completed a repeating engagement studio program twice, what number would display on the reporting tab tooltip for the initial program step “Create Salesforce Task”?
* 2
* 10
* 5
* 0
Explanation

If five prospects have completed a repeating engagement studio program twice, the number that would display on the reporting tab tooltip for the initial program step “Create Salesforce Task” is 10 (B). This is because the reporting tab shows the total number of times the step was executed, not the number of unique prospects who completed it. Since each prospect completed the program twice, the step was executed 10 times in total. The other options (A, C, D) are incorrect, as they do not reflect the total number of times the step was executed.

References: Repeating Engagement Studio Flows Introduction

Q146. An administrator includes a link to a file on a web page that the company does not own on the company website.

How should they track the number of visitors who access this file?
* Page actions
* Marketing Cloud Account Engagement form
* Custom redirects
* Marketing Cloud Account Engagement tracking code
Explanation

The best way to track the number of visitors who access a file on a web page that the company does not own on the company website is to use custom redirects. Custom redirects are used to track links such as banner ad clicks, links to third-party sites, links on social media, and access to files hosted outside of Account Engagement. Link clicks appear as activity on a prospect’s record. Page actions (A) are not a valid option, as they are used to track and automate actions based on a prospect’s page views, not link clicks. Account Engagement form (B) is not a valid option, as it is used to capture and update prospect information, not track link clicks. Account Engagement tracking code (D) is not a valid option, as it is used to track and cookie visitors on the company website, not on a third-party site. References: Custom Redirects

Q147. The drip program “New Client Onboarding” is set to “Only send emails during business hours (10am – 4pm M-F).” The drip logic is outlined below:Start Step 1: Send email “Welcome.”Step 2: Pause 3 days.Step 3: Send email “Getting Started.”Step 4: Pause 7 days.Step 5: Send email “Tech Setup.”Step 6: Pause 7 days.Step 7:

Send email “Complete Configuration.” EndIf a prospect starts the drip program on Wednesday, when will the email in Step 3: Send email “Getting Started” be received by the prospect?
* The prospect will receive the email Monday.
* The prospect will receive the email Friday.
* The prospect will receive the email Tuesday.
* The prospect will receive the email Saturday.
Explanation

The email in Step 3: Send email “Getting Started” will be received by the prospect on Monday, if the prospect starts the drip program on Wednesday. A drip program is a program that allows you to send a series of emails to your prospects based on a predefined schedule and logic. You can use drip programs to nurture your prospects, educate them about your products or services, or encourage them to take action. You can also use drip programs to send emails only during business hours, which are the hours that you specify for sending emails to your prospects, such as 10am – 4pm M-F. To calculate when the email in Step 3 will be received by the prospect, you need to follow the drip logic and the business hours settings. The drip logic is outlined below:

* Start

* Step 1: Send email “Welcome.”

* Step 2: Pause 3 days.

* Step 3: Send email “Getting Started.”

* Step 4: Pause 7 days.

* Step 5: Send email “Tech Setup.”

* Step 6: Pause 7 days.

* Step 7: Send email “Complete Configuration.”

* End

The business hours settings are:

* Only send emails during business hours (10am – 4pm M-F)

Assuming that the prospect starts the drip program on Wednesday at 10am, the email in Step 3 will be received by the prospect on Monday at 10am, following this logic:

* Wednesday 10am: The prospect starts the drip program and receives the email in Step 1.

* Thursday 10am: The prospect is still in Step 2, which pauses for 3 days.

* Friday 10am: The prospect is still in Step 2, which pauses for 3 days.

* Saturday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.

* Sunday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.

* Monday 10am: The prospect completes Step 2, which pauses for 3 days, and moves to Step 3, which

* sends the email “Getting Started.”

Therefore, the email in Step 3 will be received by the prospect on Monday at 10am.

Q148. Does an automation rule ever match a prospect more than once?
* Yes, automation rules run every time.
* No, an automation rule will only affect a prospect one time

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. References: [Automation Rules], [Repeat Automation Rules]

Q149. False

19. Which of these are default user roles?
* Administrator
* Admin Vacation
* Marketing
* Sales Manager
* Sales Manager’s Assistant
* Sales User
Explanation

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

Q150. 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?
* The prospect field
* The field data format
* The prospect field label

* The field type
Explanation

If LenoxSoft wants to display the phrase “which product most interests you?” for their product interest field on a demo request form, they should modify the prospect field label component. The prospect field label is the text that appears above or next to the field on the form. It can be customized to match the desired wording or question. The prospect field label can be different from the prospect field name, which is the internal name used in Marketing Cloud Account Engagement3. References: Marketing Cloud Account Engagement Form Fields

Q151. A Marketing Cloud Account Engagement administrator wants to use progressive profiling to collect information on a prospect over time.

What It the recommended Marketing Cloud Account Engagement asset to use?
* Marketing Cloud Account Engagement landing page without a form
* Marketing Cloud Account Engagement form
* Marketing Cloud Account Engagement form handler
* Third party form
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]

Q152. What activities are completion actions available for?
* Custom Redirects
* Emails
* Forms
* Automation rules
* Files
* Page actions
Explanation

The correct answer is A, B, C, E, and F. Completion actions are tasks that are 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. Completion actions are available for the following activities: custom redirects, emails, forms, files, and page actions. You cannot use completion actions for automation rules, as they are a different type of criteria-based action that is triggered when a prospect matches the rule.

Answer D is incorrect because completion actions are not available for automation rules, as explained above.

References: Completion Actions, [Automation Rules]

Q153. Which three variable tags can be used on layout templates for landing pages?

(Choose three answers.)
* %%description%%
* %%name%%
* %%tittle%%
* %%form%%
* %%content%%
Explanation

The three variable tags that can be used on layout templates for landing pages are %%description%%,

%%title%%, and %%content%%. A layout template is a reusable HTML template that defines the structure and style of your landing pages. A variable tag is a placeholder that allows you to insert dynamic content into your layout template, such as the landing page title, description, or form. You can use variable tags to customize your layout template for different landing pages, without having to edit the HTML code every time.

Q154. What would make the Salesforce connector become unverified?
* The Salesforce account has reached the limit of the number of lead or contact records that could be created
* The Marketing Cloud Account Engagement account has reached the limit of the number of prospect records that could be created
* The connector user’s Marketing Cloud Account Engagement password was changed
* The connector user’s Salesforce password was changed
Explanation

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

Q155. Completion Actions are retroactive.
* True
* False
Explanation

Completion actions are not retroactive and will only apply to prospects who complete the chosen action moving forward. Completion actions will fire each and every time a prospect takes the chosen action, except for when changing the prospect’s Marketing Cloud Account Engagement score

Q156. A Marketing Cloud Account Engagement administrator has pre-existing HTML that they want to use to build their landing page in Marketing Cloud Account Engagement. Which asset should be applied during the creation of the Marketing Cloud Account Engagement landing page to accomplish that goal?
* Dynamic content
* Custom redirect
* Layout template

* Stock template
Explanation

According to the Salesforce documentation, the asset that should be applied during the creation of the Marketing Cloud Account Engagement landing page to accomplish the goal of using pre-existing HTML is a layout template. A layout template is a reusable design that defines the structure and style of a landing page. A layout template can be created using HTML, CSS, and JavaScript, and it can include editable regions where the user can add content and forms. A layout template can be applied to multiple landing pages, and it can be used to create custom landing pages with pre-existing HTML. Dynamic content, custom redirect, and stock template are not assets that can be applied during the creation of the Marketing Cloud Account Engagement landing page to accomplish the goal of using pre-existing HTML, as they are related to other aspects of landing page creation, such as personalization, tracking, and design. References: Salesforce documentation

Q157. When do prospects sync to your CRM?
* When the prospect fills out a form on a landing page
* When a prospect has been assigned to a user or queue.
* When the prospect has a lead score greater than 50
* When the prospect visits a landing page
* When a prospect is created manually in the Marketing Cloud Account Engagement database.
Explanation

Prospects sync to your CRM when they have been assigned to a user or queue. A CRM is a customer relationship management platform that allows you to manage your sales and customer service operations. You can integrate Marketing Cloud Account Engagement with your CRM using the Salesforce connector, which allows you to sync data, activities, and campaigns between Marketing Cloud Account Engagement and Salesforce. However, not all prospects in Marketing Cloud Account Engagement are synced to Salesforce.

Only prospects that have been assigned to a user or queue in Marketing Cloud Account Engagement are synced to Salesforce as leads or contacts. You can assign prospects manually, through automation rules, or through lead assignment rules.

Answer A, C, D, and E are incorrect because prospects do not sync to your CRM when they fill out a form on a landing page, when they have a lead score greater than 50, when they visit a landing page, or when they are created manually in the Marketing Cloud Account Engagement database, unless they are also assigned to a user or queue, as explained above. References: [Salesforce Connector], [Sync Prospects with Salesforce]

Q158. There are absolutely no restrictions on how you assign custom users abilities.
* True
* False
Explanation

According to the Salesforce documentation, the answer is false. There are some restrictions on how you assign custom users abilities. A custom user is a user who has a custom role assigned to them in Marketing Cloud Account Engagement. A custom role is a feature that allows users to create and assign custom permissions and access levels to other users in Marketing Cloud Account Engagement. A custom role can be created and managed by the administrator in the Admin tab in Marketing Cloud Account Engagement, and it can be assigned to new or existing users. A custom role can be assigned to a user by using different methods, such as editing an existing default role, assigning new users during the import process, or adding a batch of existing users using table actions. However, there are some restrictions on how you assign custom users abilities, such as:

* You cannot assign a custom user the ability to create or edit other users, roles, or connectors. This ability is reserved for the administrator only, and it cannot be delegated to a custom user.

* You cannot assign a custom user the ability to access or edit the data or settings of another user, unless the custom user is the manager of that user. A manager is a user who is responsible for overseeing and managing other users, and who can view and edit their data or settings. A manager can be assigned to a user in the user record, and they can have a custom role or a default role.

* You cannot assign a custom user the ability to access or edit the data or settings of a prospect, unless the custom user is the owner or the assigned user of that prospect. An owner is a user who created the prospect in Marketing Cloud Account Engagement, and who can view and edit their data or settings. An assigned user is a user who is assigned to the prospect in Marketing Cloud Account Engagement, and who can view and edit their data or settings. An owner or an assigned user can be assigned to a prospect in the prospect record, and they can have a custom role or a default role.

References: Salesforce documentation

Q159. Which two requirements must be met in order to have both a Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field?

Choose 2 answers
* The Lead and Contact fields must have the same Salesforce field label.
* The Lead and Contact fields must have the same API name.
* The Marketing Cloud Account Engagement field must be mapped to the Salesforce field.
* The Marketing Cloud Account Engagement field must be a drop-down field.

Explanation

In order to have both a Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field, two requirements must be met. They are:

* The Lead and Contact fields must have the same API name. The API name is the unique identifier of a field in Salesforce, and it must match exactly between the Lead and Contact objects. For example, if the Lead field has an API name of Lead_Source__c, the Contact field must also have the same API name4

* The Marketing Cloud Account Engagement field must be mapped to the Salesforce field. The mapping is the connection between the fields in Account Engagement and Salesforce, and it allows the data to sync between the two systems. The mapping can be done manually or automatically, depending on the field type and the connector version

Q160. A marketer conducts an A/B test list send email. When viewing the report., they find that the winning version shows the percentage by which it out-performed the other version as 0%.

What can the marketer share with their stakeholders about the performance of the A/B test?
* The winning variation did not have any clicks.
* The A/B test v/as a tie between the two variations.
* The winning variation did not have any opens.
* The A/B test winning variation has not been determined.

Explanation

An A/B test list send email is a type of email send that allows marketers to test different versions of an email and measure their performance based on metrics such as opens, clicks, and conversions. The winning version is the one that has the highest percentage of the selected metric. If the winning version shows the percentage by which it out-performed the other version as 0%, it means that both versions had the same performance on the selected metric, and the A/B test was a tie2. References: 2: A/B Testing Your Email Sends

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