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NEW QUESTION: 1

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 As 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: 2
Where would an administrator go to check if the Email Sending Domains are set up properly after updating the DNS?
A. The Dashboard
B. The Sent Emails Page
C. The System Preferences Page
D. Admin-Domain Management
Answer: D (LEAVE A REPLY)
Explanation
The administrator should go to Admin-Domain Management to check if the Email Sending Domains are set up properly after updating the DNS. Email Sending Domains are domains that you can use to send emails from Marketing Cloud Account Engagement, and they require verification and authentication to ensure that your emails are delivered and not marked as spam. To verify and authenticate your Email Sending Domains, you need to update the DNS records of your domain with the values provided by Marketing Cloud Account Engagement. After updating the DNS, you can go to Admin-Domain Management and click the Verify Now button to check if your Email Sending Domains are verified and authenticated

NEW QUESTION: 3
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.
Answer: B (LEAVE A REPLY)
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.
Explanation:

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. Reference: Automation Rules, Preview Automation Rules

NEW QUESTION: 4
In an engagement studio program, business hours are enabled for Monday-Friday from 10am-4pm. A prospect enters a Send Ema step at 4:30pm on Friday.
When would the program send the email to the prospect?
A. The email will send immediately.
B. The email will not send.
C. The email will send on Saturday at 10am.
D. The email will send on Monday at 10am.
Answer: D (LEAVE A REPLY)
If business hours are enabled for an engagement studio program, any email steps will be executed only during the specified hours. If a prospect enters an email step outside of the business hours, the email will be queued until the next business hour. Therefore, if a prospect enters a Send Email step at 4:30pm on Friday, and the business hours are Monday-Friday from 10am-4pm, the email will be sent on Monday at 10am

NEW QUESTION: 5
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: (SHOW ANSWER)
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: 6
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: (SHOW ANSWER)
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: 7
What form handler setting allows prospects to receive multiple autoresponders from form hour period?
A. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
B. Disable Visitor Activity Throttling and send autoresponder emails after every submission
C. Attribute all prospect activities to prospect record after every submission
D. Execute form handler in real time after every submission
Answer: B (LEAVE A REPLY)

Explanation

A form handler setting that allows prospects to receive multiple autoresponders from form submissions within a 24-hour period is Disable Visitor Activity Throttling and send autoresponder emails after every submission. This setting overrides the default behavior of Marketing Cloud Account Engagement, which is to throttle visitor activity and send only one autoresponder email per prospect per form per day2. This setting can be useful for forms that are used for multiple purposes, such as event registration, content download, or contact request

NEW QUESTION: 8

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

A. True

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

Answer: B (LEAVE A REPLY)

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 Reference: 1: Person Account Syncing with Salesforce2: What To Know Before Using Person Accounts in Marketing Cloud Account Engagement & Salesforce

NEW QUESTION: 9

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

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

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

B. The prospect will be also be removed from the recipient list of the program.

C. The prospect will continue on the engagement studio program onto step 5.

D. The prospect will continue on the engagement studio program onto step 6.

Answer: D (LEAVE A REPLY)

Explanation

According to the Salesforce documentation, when a prospect is added to a suppression list in an engagement studio program, the prospect is paused from receiving any further emails or actions from the program.

However, the prospect's progress in the program is not reset or removed. If the prospect is removed from the suppression list, the prospect will resume the program from where they left off, which is the next step after the last completed step. In this case, the prospect will continue on the engagement studio program onto step 6.
References: Salesforce documentation

NEW QUESTION: 10
What is true about building landing pages in Salesforce using the enhanced landing page experience?
A. When you create or edit an enhanced landing page, it is automatically published.
B. The only way to add a Pardot form to page is by adding the iframe code in an HTML component.
C. The page can be associated to either a connected or unconnected campaign.
D. Custom code and script can be added to the header or footer code.
Answer: (SHOW ANSWER)
In the enhanced landing page experience within Salesforce, one of the key features is the ability to associate a landing page with either a connected campaign (directly linked to Salesforce campaigns for unified reporting and management) or an unconnected campaign (used solely within Pardot). This flexibility allows marketers to tailor their campaign management strategies according to their specific needs, enhancing the integration and tracking of various marketing efforts directly from within Salesforce.

NEW QUESTION: 11
A visitor clicks on a custom redirect with an action of adding a tag. The visitor them fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list.
Which three things will happen to the prospect? (Choose three answers.)
A. The prospect activities will show that the form was successfully completed.
B. The prospect will be added to the list.
C. The prospect activities will show that the custom redirect was clicked.
D. The prospect will be tagged.
E. The newly converted prospect will NOT be affected because it was their first submission.
Answer: (SHOW ANSWER)
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. Reference: Salesforce documentation

NEW QUESTION: 12
A client submits their Marketing Cloud Account Engagement form to test the form's completion actions. After they submit the form, none of the completion actions are applied to their prospect record. What explanation do you give as to why the actions did not occur?
A. The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors.
B. The 'email' form field was set up to exclude free email addresses, so even though they submitted the form successfully, the Gmail address they used prevented the completion actions from running.
C. The client did not un-pause the completion actions.
D. Kiosk mode was enabled on the form, so completion actions did not run.
Answer: A (LEAVE A REPLY)
According to the Salesforce documentation, the explanation for why the completion actions did not occur when the client submitted their Marketing Cloud Account Engagement form to test the form's completion actions is: A) The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors. A visitor filter is a feature that allows users to exclude certain visitors from being tracked and reported in Marketing Cloud Account Engagement. A visitor filter can be based on IP address, location, or domain. A visitor filter can help users to avoid tracking their own activities or those of their competitors. 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 submitting a form, clicking a link, 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. However, completion actions do not occur on filtered visitors, as they are not tracked or reported in Marketing Cloud Account Engagement. Therefore, if the client has a visitor filter set up to

filter activities from their IP address, the completion actions will not occur when they submit the form. The 'email' form field being set up to exclude free email addresses, the client not un-pausing the completion actions, or kiosk mode being enabled on the form are not the explanations for why the completion actions did not occur when the client submitted their Marketing Cloud Account Engagement form to test the form's completion actions, as they are either irrelevant, incorrect, or nonexistent options for the form or the completion actions. Reference: Salesforce documentation

NEW QUESTION: 13

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. Reference: Create a Dynamic List, Send a List Email

NEW QUESTION: 14

LenoxSoft has an engagement studio program within a recipient list and a suppression list.
A prospect is a member of both the recipient list and the suppression list.
In which scenario would a prospect be able to receive the emails in the program?

A. The prospect is marked as optad out.

B. The prospect is removed from the recipient list

C. The prospect is removed from the suppression list

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

Answer: C (LEAVE A REPLY)

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

NEW QUESTION: 15

Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.

A. The Grade as it includes personal information about the prospect.

B. The Profile as It reflects LenoxSoft's ideal customer.

C. The Campaign as it references the prospect's first touch point.

D. The Score as it shows activities taken by the prospect.

Answer: (SHOW ANSWER)

The score is a numerical value that indicates how interested a prospect is in your products or services based on their activities, such as email opens, clicks, form submissions, etc. The score helps marketers prioritize leads and identify prospects who are ready to buy. Lenoxsoft is interested in following up with IT professionals who are actively engaging with their marketing materials, so the score is the best indicator of their interest level. The grade is a letter value that indicates how well a prospect matches your ideal customer profile based on their attributes, such as industry, job title, location, etc. The grade helps marketers segment leads and target prospects who are a good fit for your business. The profile reflects Lenoxsoft's ideal customer, but it does not show how engaged the prospect is. The campaign is the first touch point that brought the prospect to your website, such as a Google ad, an email, or a social media post. The campaign helps marketers track the source and effectiveness of their marketing channels, but it does not show how engaged the prospect is. Reference [Scoring and Grading Overview]

NEW QUESTION: 16

What aspect of a Prospect record represents their overall level of interest?

A. Grade

B. Score

C. Profile

D. Account

Answer: B (LEAVE A REPLY)

The aspect of a Prospect record that represents their overall level of interest is Score. 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 score can increase or decrease based on the actions that a prospect takes, and can help marketers prioritize and segment their prospects. Grade, Profile, and Account are not aspects of a Prospect record that represent their overall level of interest, as they measure different attributes of a prospect, such as their explicit fit, their completeness, or their company information3. Reference: 3: Scoring and Grading Prospects

NEW QUESTION: 17

What is the best practice when users leave the company and have assigned prospects?

A. Reassign all prospects in the CRM

B. Review and modify any completion actions, automation rules, drip programs and dynamic lists that reference the user.

C. Delete the user from Marketing Cloud Account Engagement

D. All of the above

E. A & B

Answer: E (LEAVE A REPLY)

Explanation
When users leave the company and have assigned prospects, the best practice is to reassign all prospects in the CRM and review and modify any completion actions, automation rules, drip programs and dynamic lists that reference the user. This will ensure that the prospects are not left unattended and that the marketing activities are updated accordingly. Deleting the user from Marketing Cloud Account Engagement is not recommended as it will remove the user's history and activity data.

NEW QUESTION: 18
An administrator wants to create a dynamic list of all prospects who have accessed a certain file have a specific value, but there are more prospects than anticipated in the preview.
What could be happening?
A. Field value is not mapped.
B. This is not possible with dynamic lists.
C. Match Type is set to "Match Any."
D. Match type is set to "Match All."
Answer: (SHOW ANSWER)
Explanation
It is not possible to create a dynamic list of all prospects who have accessed a certain file in Marketing Cloud Account Engagement. Dynamic lists are based on criteria that match prospect fields, not prospect activities.
Therefore, you cannot use a dynamic list to segment prospects based on whether they have downloaded a file, watched a video, or visited a page. Option A is not correct because field value mapping has nothing to do with dynamic lists or file access. Option C is not correct because match type is irrelevant for this question, as there is no valid criterion for file access. Option D is not correct for the same reason as option C.
References: Marketing Cloud Account Engagement Dynamic Lists for Faster Segmentation (+ 10 Examples), Create a Dynamic List - Salesforce

NEW QUESTION: 19
Which two Facebook accounts can be posted to using the Marketing Cloud Account Engagement Facebook connector? (Choose two answers.)
A. Video Pages
B. Linked Instagram Pages
C. Company Pages
D. Personal Pages
Answer: C,D (LEAVE A REPLY)
Explanation
The two Facebook accounts that can be posted to using the Marketing Cloud Account Engagement Facebook connector are Company Pages and Personal Pages. The

Marketing Cloud Account Engagement Facebook connector allows you to connect your Marketing Cloud Account Engagement account with your Facebook account, and create and schedule social posts from Marketing Cloud Account Engagement. You can post to any Facebook page that you have admin access to, such as your company page or your personal page. You cannot post to other types of Facebook accounts, such as Video Pages or Linked Instagram Pages, using the Marketing Cloud Account Engagement Facebook connector.

NEW QUESTION: 20

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

A. Copy

B. Assign

C. Delete

D. Edit

Answer: (SHOW ANSWER)

Explanation

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: 21

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: D (LEAVE A REPLY)

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 . Reference: Work with Time and Pauses in Engagement Studio

NEW QUESTION: 22

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

A. An Automation Rule

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

C. Completion Actions with a filter

D. Visitor Filters

Answer: D (LEAVE A REPLY)

Explanation

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

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

NEW QUESTION: 23

How many times can one automation rule match an individual prospect?

A. 2

B. 3

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

NEW QUESTION: 24
An engagement studio program is created with an Email Send action step immediately followed by an Email Open trigger step with a 3 day wait. A prospect is sent the email and progresses to the Email Open trigger. On day 2, the prospect opens the email.
How would the prospect progress through the trigger step?
A. The prospect will immediately progress down the "Yes" path since the email was opened.
B. The prospect will progress down the 'Yes' path after waiting 1 more day since the email was opened.
C. The prospect will progress down the 'No' path after waiting l day since the email open did not occur on day 3.
D. The prospect will immediately progress down the No' path since the email open did not occur on day 3.
Answer: A (LEAVE A REPLY)
When an engagement studio program is created with an Email Send action step immediately followed by an Email Open trigger step with a 3 day wait, it means that the program will wait for up to 3 days for the prospect to open the email. If the prospect opens the email within the 3 day period, they will immediately progress down the "Yes" path (A). The prospect will not wait for any additional time after opening the email (B), nor will they progress down the "No" path (C, D). Reference: Engagement Studio Overview

NEW QUESTION: 25
If a prospect clicks on a custom redirect after filling out a form, will the prospect's assigned Marketing Cloud Account Engagement campaign change?
A. Yes, but only if the Marketing Cloud Account Engagement completion action for the custom redirect is set to change the campaign.
B. No, a Marketing Cloud Account Engagement campaign will always stay the same since it's a first touchpoint.
C. Yes, the Marketing Cloud Account Engagement campaign will change based on the page the custom redirect links to.

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

Answer: A (LEAVE A REPLY)

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

NEW QUESTION: 26

What type of Information do rule step types look for in engagement studio programs?

A. Prospect Interest

B. Prospect behavior

C. Prospect activity

D. Prospect criteria

Answer: D (LEAVE A REPLY)

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

NEW QUESTION: 27

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: 28
Which asset needs to be created first m 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: 29
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: A,B (LEAVE A REPLY)

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

NEW QUESTION: 30

What type of Information do rule step types look for in engagement studio programs?

A. Prospect Interest

B. Prospect behavior

C. Prospect activity

D. Prospect criteria

Answer: D (LEAVE A REPLY)

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. Reference Engagement Studio: Rule Steps

NEW QUESTION: 31

What is the process to add a prospect who visits a pricing page to a list?

A. Create a page action

B. Create a segmentation rule

C. Use a Tag

D. Create an automation rule

Answer: A (LEAVE A REPLY)

The process to add a prospect who visits a pricing page to a list is to create a page action. 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 behaviors3. 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 adds the prospect to a list of pricing page visitors.

NEW QUESTION: 32
Which two Salesforce features allow a view of a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact?
Choose 2 answers
A. Marketing Cloud Account Engagement landing pages related list section
B. Engagement History component
C. Marketing Cloud Account Engagement Activities Visualforce page
D. Salesforce Activities section
Answer: C,D (LEAVE A REPLY)
To view a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact in Salesforce, an Administrator can use the following features:
The Marketing Cloud Account Engagement Activities Visualforce page, which shows a detailed history of the prospect's interactions with Marketing Cloud Account Engagement assets, including landing pages, forms, emails, and custom redirects.
The Salesforce Activities section, which shows the tasks and events that are logged for the contact, including Marketing Cloud Account Engagement landing page submissions.

Reference: [Marketing Cloud Account Engagement Activities Visualforce Page], [Salesforce Activities]

NEW QUESTION: 33

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

A. Setting how many prospects are allowed to match the repeating automation rule

B. Setting a date for when prospects can no longer match the repeating automation rule

C. Setting how many days must pass before a prospect can match the repeating automation rule

D. Setting the number of times a prospect can match the repeating automation rule

Answer: C,D (LEAVE A REPLY)

Explanation

A repeating automation rule is a type of automation rule that allows prospects to match the rule more than once, as long as they meet the criteria again. When creating a repeating automation rule, two considerations must be made: setting how many days must pass before a prospect can match the repeating automation rule again, and setting the number of times a prospect can match the repeating automation rule in total (D).

These settings help prevent prospects from being over-marketed or receiving duplicate actions. Setting how many prospects are allowed to match the repeating automation rule (A) or setting a date for when prospects can no longer match the repeating automation rule (B) are not available options for repeating automation rules.

References: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION: 34

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: A (LEAVE A REPLY)

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: 35
How can you ensure your email doesn't get stuck in spam?
A. Create clear calls-to-action
B. Create mobile-friendly version of the email
C. Create a text version of the email
D. Remove the unsubscribe from the email
E. Add domain keys and SPF
Answer: C (LEAVE A REPLY)
Explanation
Emails are electronic messages that you can send to prospects and customers to communicate with them and engage them with your marketing content. You can create and send emails using Marketing Cloud Account Engagement. However, some emails may get stuck in spam, which means that they are filtered out by the recipient's email provider or client and marked as unsolicited or unwanted messages. To avoid this, you can create a text version of the email, which is a plain text alternative to the HTML version of the email. A text version of the email helps with email deliverability and accessibility, as some email clients or devices may not support HTML or images. Creating clear calls-to-action, mobile-friendly versions, or domain keys and SPF may also help with email deliverability, but they are not as essential as creating a text version of the email.
Removing the unsubscribe link from the email is not a good practice, as it may violate the email regulations and preferences of the recipients. References: Emails, [Create a Text Version of an Email]

NEW QUESTION: 36
Which two events allow for a prospect's Marketing Cloud Account Engagement campaign to be set? (Choose two answers.)
A. When new prospects are imported into Marketing Cloud Account Engagement via a .csv file.
B. When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which will associate prospects with third-party campaigns.
C. When prospects are added to a static list.
D. When a profile is associated with the prospects.
Answer: A,B (LEAVE A REPLY)

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

NEW QUESTION: 37
When are visitors converted to prospects?
A. When they run through completion actions
B. When an automation rule runs
C. When a prospect fills out a form or form handler
D. When the prospect visits a Marketing Cloud Account Engagement landing page
Answer: C (LEAVE A REPLY)
Explanation
Visitors are anonymous web browsers who have interacted with your online marketing content, such as your website, landing pages, or custom redirects. Visitors are converted to prospects when they fill out a form or form handler, which captures their email address and other information. Filling out a form or form handler is the only way to convert a visitor to a prospect. Running through completion actions, matching an automation rule, or visiting a Marketing Cloud Account Engagement landing page do not convert visitors to prospects, unless they also fill out a form or form handler on those pages. References: Visitors and Prospects, Forms and Form Handlers

NEW QUESTION: 38
Administrators can reset passwords for users
A. True
B. False
Answer: A (LEAVE A REPLY)
According to the Salesforce documentation, the answer is true. Administrators can reset passwords for users. An administrator is a user who has the highest level of permissions and access in Marketing Cloud Account Engagement, and who can create and manage other users, roles, and settings. An administrator can reset passwords for users in the Admin tab in Marketing Cloud Account Engagement, and they can use different methods, such as:
Reset password for a single user: An administrator can reset the password for a single user by accessing the user record in the User List, and clicking on the Reset Password button. The administrator can then enter a new password for the user, or generate a random password. The administrator can also choose to send an email notification to the user with the new password.
Reset password for multiple users: An administrator can reset the password for multiple users by selecting the users from the User List, and clicking on the Reset Password option in the table actions. The administrator can then enter a new password for the users, or generate a random password. The administrator can also choose to send an email notification to the users with the new password.

NEW QUESTION: 39
A marketer has 4,000 total prospects in their account:
* 3,000 of which are opted in
* 500 of which are opted out
* 500 of which are in the Recycle Bin
What would be their Mailable Database usage?
A. 3,000
B. 2,500
C. 4,000
D. 3,500
Answer: A (LEAVE A REPLY)
Mailable Database usage is the number of prospects in an account that are opted in and can receive emails. It does not include prospects that are opted out, in the recycle bin, or have a hard bounce or do not email status. Therefore, the Mailable Database usage for the marketer with 4,000 total prospects, 3,000 of which are opted in, 500 of which are opted out, and 500 of which are in the recycle bin, is 3,000 (A). The other options (B, C, D) are incorrect because they either include prospects that are not mailable or exclude prospects that are mailable. Reference: Marketing Cloud Account Engagement - Salesforce.com

NEW QUESTION: 40

What does Marketing Cloud Account Engagement sync first with Salesforce?

A. Contacts

B. Leads

Answer: (SHOW ANSWER)

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

NEW QUESTION: 41

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)

Explanation

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: 42
Which Salesforce field type is unsupported for syncing with Marketing Cloud Account Engagement?
A. Lookup
B. Picklist
C. Number
D. Formula
Answer: A (LEAVE A REPLY)
The Salesforce field type that is unsupported for syncing with Marketing Cloud Account Engagement is Lookup. Lookup fields are fields that allow you to create a relationship between two objects in Salesforce, such as Account and Contact. Marketing Cloud Account Engagement does not support syncing Lookup fields, because they are not compatible with Marketing Cloud Account Engagement's data model and could cause data inconsistencies or errors. Marketing Cloud Account Engagement supports syncing most other Salesforce field types, such as Text, Number, Picklist, and Formula.

NEW QUESTION: 43
Form or Form Handler? I need to maintain my current lead flow.
A. Form
B. Form Handler
Answer: (SHOW ANSWER)
Explanation
Form handlers are also the best option if you need to maintain your current lead flow, such as using your own CRM or lead management system. Form handlers allow you to keep your existing forms and processes, while still capturing the prospect data in Marketing Cloud Account Engagement1. You can also use form handlers to avoid changing the look and feel of your forms, or to comply with any regulations or policies that require you to use your own forms

NEW QUESTION: 44
What is one way a sales rep can convert a visitor to a prospect?
A. The sales rep gives the visitor a phone call.
B. The sales rep increases the visitor s score to 100.

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

NEW QUESTION: 45
Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)
A. Submitting a form on a landing page.
B. Matching an automation rule.
C. Viewing more than one web page.
D. Clicking on a tracked link in an email.
Answer: A,D (LEAVE A REPLY)
Explanation
The two actions that can cause an anonymous visitor to convert into an identified prospect are submitting a form on a landing page and clicking on a tracked link in an email. An anonymous visitor is a person who visits your website or interacts with your marketing assets, but whose information you have not captured in Marketing Cloud Account Engagement. An identified prospect is a person whose information you have captured in Marketing Cloud Account Engagement, and whose activities you can track and measure. You can convert an anonymous visitor into an identified prospect by capturing their email address, which is used as the unique identifier for the prospect record. You can capture the email address of an anonymous visitor by:
* Submitting a form on a landing page. A form is a web element that allows you to collect information from your visitors, such as their name, email, or company. A landing page is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. You can add a form to a landing page to capture leads or convert visitors into prospects. When an anonymous visitor submits a form on a landing page, Marketing Cloud Account Engagement will create

a new prospect record with the information provided by the visitor, and associate the previous activities of the visitor with the prospect record4.
* Clicking on a tracked link in an email. A tracked link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the visitor to the original URL. You can use tracked links in your emails, social media posts, or banner ads to measure the engagement of your visitors with your online marketing content. When an anonymous visitor clicks on a tracked link in an email, Marketing Cloud Account Engagement will append the email address of the visitor to the URL, and use it to create a new prospect record or update an existing one. Marketing Cloud Account Engagement will also associate the previous activities of the visitor with the prospect record.

NEW QUESTION: 46
What information can you access on the Prospect List?
A. Prospect's Name
B. Prospect's Email Address
C. Prospect's Title
D. Prospect's Company
E. Prospect's Grade
F. Prospect's Score
G. Date of when prospect converted from a visitor
H. Date of prospect's last activity
Answer: (SHOW ANSWER)
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. Reference: Salesforce documentation

NEW QUESTION: 47
Which adheres most closely to email sending best practices?
A. When possible, send emails on Monday mornings in order to stay top of mind throughout the week.
B. Establish a consistent, predictable cadence for your email communications.
C. Send plain text only emails in order to increase engagement rates.
D. Make sure that all emails have a high image-to-text ratio.
Answer: (SHOW ANSWER)
According to the Salesforce documentation, the option that adheres most closely to email sending best practices is: B) Establish a consistent, predictable cadence for your email communications. Email sending best practices are guidelines that help users to create and send effective and engaging emails to their prospects and customers. Email sending best practices can cover different aspects of email marketing, such as content, design, deliverability, and performance. One of the email sending best practices is to establish a consistent, predictable cadence for your email communications, meaning that you should send your emails at regular intervals and frequencies, and that you should align your email sends with your audience's expectations and preferences. By establishing a consistent, predictable cadence for your email communications, you can build trust and loyalty with your subscribers, increase your open and click rates, and avoid spam complaints or unsubscribes. When possible, sending emails on Monday mornings in order to stay top of mind throughout the week, sending plain text only emails in order to increase engagement rates, or making sure that all emails have a high image-to-text ratio are not the options that adhere most closely to email sending best practices, as they are either ineffective, outdated, or detrimental options for email marketing. Reference: Salesforce documentation

NEW QUESTION: 48
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: 49
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?
A. Page actions
B. Marketing Cloud Account Engagement form
C. Custom redirects
D. Marketing Cloud Account Engagement tracking code
Answer: C (LEAVE A REPLY)
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

NEW QUESTION: 50
There are absolutely no restrictions on how you assign custom users abilities.
A. True
B. False
Answer: B (LEAVE A REPLY)
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

NEW QUESTION: 51
Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)
A. Submitting a form on a landing page.
B. Matching an automation rule.
C. Viewing more than one web page.
D. Clicking on a tracked link in an email.
Answer: A,D (LEAVE A REPLY)
The two actions that can cause an anonymous visitor to convert into an identified prospect are submitting a form on a landing page and clicking on a tracked link in an email. An anonymous visitor is a person who visits your website or interacts with your marketing assets, but whose information you have not captured in Marketing Cloud Account Engagement. An identified prospect is a person whose information you have captured in Marketing Cloud Account Engagement, and whose activities you can track and measure.

You can convert an anonymous visitor into an identified prospect by capturing their email address, which is used as the unique identifier for the prospect record. You can capture the email address of an anonymous visitor by:
Submitting a form on a landing page. A form is a web element that allows you to collect information from your visitors, such as their name, email, or company. A landing page is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. You can add a form to a landing page to capture leads or convert visitors into prospects. When an anonymous visitor submits a form on a landing page, Marketing Cloud Account Engagement will create a new prospect record with the information provided by the visitor, and associate the previous activities of the visitor with the prospect record4.
Clicking on a tracked link in an email. A tracked link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the visitor to the original URL. You can use tracked links in your emails, social media posts, or banner ads to measure the engagement of your visitors with your online marketing content. When an anonymous visitor clicks on a tracked link in an email, Marketing Cloud Account Engagement will append the email address of the visitor to the URL, and use it to create a new prospect record or update an existing one. Marketing Cloud Account Engagement will also associate the previous activities of the visitor with the prospect record.

NEW QUESTION: 52
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])
Explanation
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. References: 1: Segmentation Rules

NEW QUESTION: 53
An administrator wants to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out. If a prospect later opts back in, they should be added back to the list.
How should the list be created?

A. Use an automation rule to automatically add or remove prospects to the list if they submit the form, but aren't opted out.
B. Use a dynamic list to automatically add or remove prospects based on the form completion and their opt out status.
C. Use a completion action on the form to automatically add anyone who completes it to the list.
D. Use table actions to add prospects to the list if they've filled out the form, but haven't opted out from communications.
Answer: (SHOW ANSWER)
The best way to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out, is to use a dynamic list. A dynamic list is a list that automatically adds or removes prospects based on criteria that you define. In this case, the criteria would be based on the form completion and the opt out status of the prospect. A dynamic list would also add prospects back to the list if they opt back in. The other options are not as efficient or effective as a dynamic list, as they would require manual intervention or additional automation steps

NEW QUESTION: 54
What does Marketing Cloud Account Engagement set on visitors' browsers to track their activities?
A. UTM Parameters
B. Tracking Pixels
C. Cookies
D. Google Analytics Tracking Code
Answer: C (LEAVE A REPLY)
Marketing Cloud Account Engagement sets cookies on visitors' browsers to track their activities. Cookies are small bits of text that a website leaves with the browser so the website can remember who the visitor is. Cookies are the most common method used to identify users online and provide a personalized browsing experience. Marketing Cloud Account Engagement uses cookies to track visitor behavior on the website, such as pages visited, forms submitted, or files downloaded. Marketing Cloud Account Engagement also uses cookies to associate visitors with prospects once they fill out a form or click on a tracked link in an email. Option A is not correct because UTM parameters are not set by Marketing Cloud Account Engagement, but by the marketer who creates the URL with query strings that indicate the source, medium, campaign, and other information of the traffic. Option B is not correct because tracking pixels are not set by Marketing Cloud Account Engagement, but by the email client that renders the email with a hidden image that sends a request to Marketing Cloud Account Engagement's server and records the open event. Option D is not correct because Google Analytics tracking code is not set by Marketing Cloud Account Engagement, but by the website owner who embeds the code on the website to collect and analyze web traffic data. Reference: The Ultimate Marketing

Cloud Account Engagement Admin Guide to Web Tracking Cookies - The Spot, How to Run an A/B Test in Marketing Cloud Account Engagement: A Step by Step Guide (2022), The Basics of A/B Testing in Marketing Cloud Account Engagement - The Spot

NEW QUESTION: 55
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: 56
Which two actions can be used to change a prospect's Marketing Cloud Account Engagement campaign? (Choose two answers.)
A. Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.
B. Add the prospect to a static list.
C. Create a segmentation rule to change the Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.
D. Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record.
Answer: (SHOW ANSWER)
The two actions that can be used to change a prospect's Marketing Cloud Account Engagement campaign are:
Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as changing their Marketing Cloud Account Engagement campaign to the one that is relevant to their attributes or behaviors.

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

NEW QUESTION: 57

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: C (LEAVE A REPLY)

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: 58

What feature In Salesforce can be enabled to show landing page engagement data on a Salesforce Campaign page layout?

A. Advanced Dynamic Content

B. Marketing Cloud Account Engagement Activities Visualforce page

C. Engagement History

D. B2B Marketing Analytics

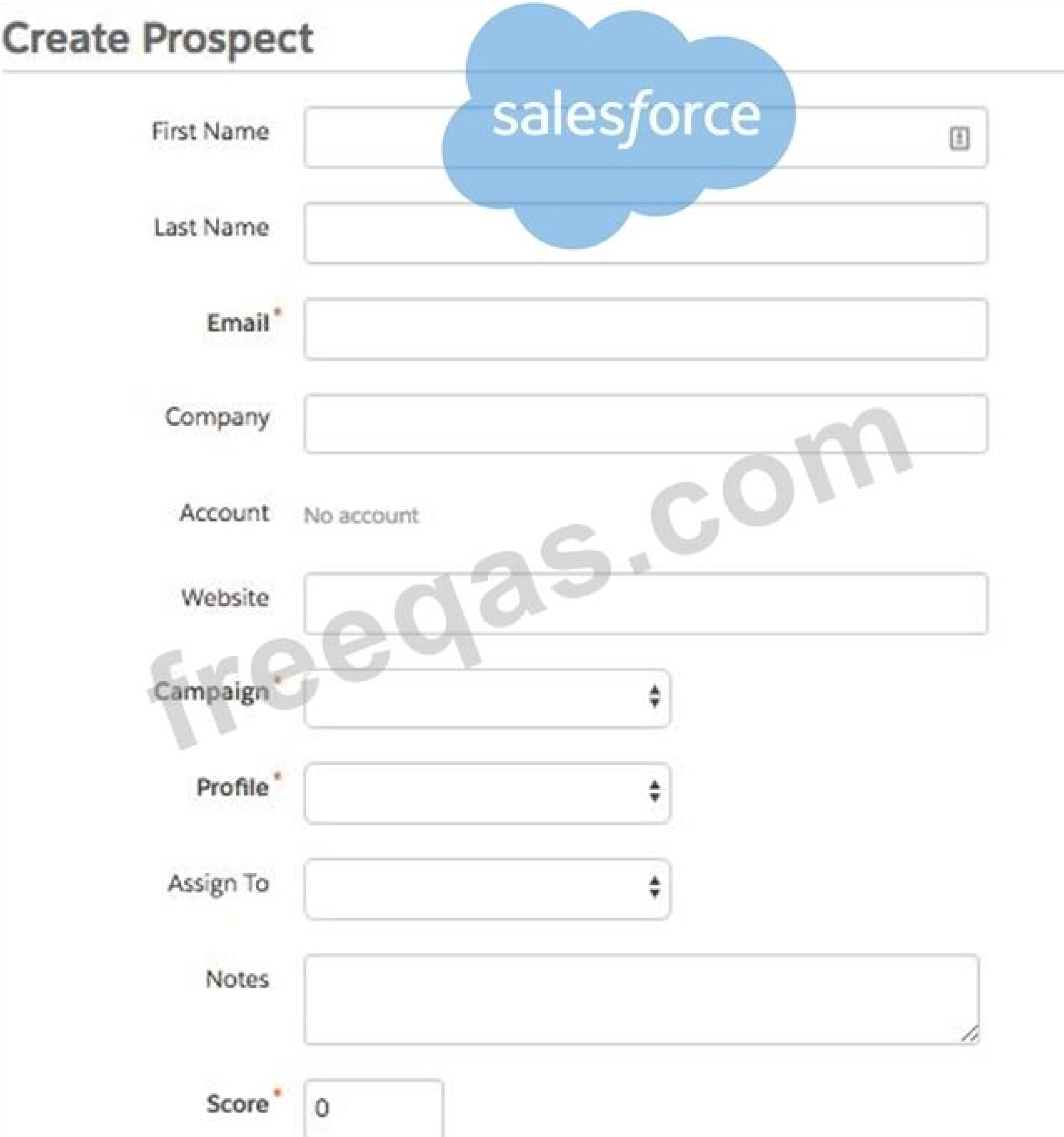
Answer: C (LEAVE A REPLY)

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. Reference: Salesforce documentation

NEW QUESTION: 59

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)



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: 60
A marketing user has created an email content record using the enhanced Pardot email experience.
How can they send this email in an engagement program?
A. Select the desired engagement program from the email
B. Copy the email HTML and recreate it as an email template Pardot.
C. Convert the email content record to an email template.
D. Activate the email for use in automation.
Answer: C (LEAVE A REPLY)
In Salesforce Pardot's enhanced email experience, the process to use a created email content in an engagement program requires converting the email content into an email template.
Convert the email content record to an email template: This functionality allows marketers to leverage the rich content created in the email content record format and utilize it within the structured framework of an engagement program. The conversion process

standardizes the email content into a template format, which can then be seamlessly integrated into various Pardot automation tools including engagement programs. This ensures that the aesthetic and functional integrity of the email content is maintained across different marketing campaigns and workflows.
Options such as selecting the engagement program directly from the email or activating the email for use in automation do not align with Pardot's current capabilities regarding email integration in engagement programs, as they require the email to be in a template format to be used effectively.

NEW QUESTION: 61
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: (SHOW ANSWER)
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: 62
How can an action be applied to a prospect who views a specific page of a website?
A. Through completion actions
B. Through automation rules
C. Through scoring
D. Through page actions
E. None of the above
Answer: D (LEAVE A REPLY)
You can apply an action to a prospect who views a specific page of a website through a page action. A page action is a task that is performed when a prospect views a page that matches a certain URL or wildcard. You can use page actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags. You can also use page actions to track and report on the performance of specific pages on your website.
Answer A is incorrect because you cannot apply an action to a prospect who views a specific page of a website through a completion action. A completion action is a task that is performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect, not after they view a page. Answer B is incorrect because you cannot apply an action to a prospect who views a specific page of a website through an automation rule. An automation rule is a criteria-based action that is triggered when a prospect matches the rule, not when they view a page. Answer C is incorrect because you cannot apply an action to a prospect who views a specific page of a website through scoring. Scoring is a numerical value that indicates the level of interest or engagement of a prospect in your products or services, not a way to perform actions on prospects. Answer E is incorrect because none of the above is not a valid answer, as

explained above. Reference: [Page Actions], [Completion Actions], [Automation Rules], Scoring

NEW QUESTION: 63

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

A. Marketing

B. Sales Manager

C. Sales

D. None of the above

Answer: (SHOW ANSWER)

Explanation

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

NEW QUESTION: 64

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

Choose 3 answers

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

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

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

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

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

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

Explanation

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

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

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

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

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

NEW QUESTION: 65

A Pardot user notices an odd field value on a prospect record and wants to investigate. What should the first course of action be?

A. Review the recent form submissions to see if the prospect updated their information.

B. Go to the prospect record and view the prospects Audits tab to see all changes made to the prospect record.

C. Look up the prospect's assigned user and call them to see if they made the change.

D. Go to the prospect record and click on the field value in question to see what caused the change.

Answer: (SHOW ANSWER)

When investigating an odd field value on a prospect's record in Pardot, the first course of action should be to view the prospect's Audit tab. This tab provides a comprehensive log of all changes made to the prospect's record, including information on what changes were made, who made them, and when they were made. This approach allows users to quickly ascertain the source of the odd field value, whether it was updated through a form submission, manually edited by another user, or changed through some other process. It is a more direct and reliable method than contacting assigned users or reviewing individual form submissions, which may not conclusively reveal the origins of the specific change.

NEW QUESTION: 66

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

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.

Answer: (SHOW ANSWER)

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]

NEW QUESTION: 67

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)
Explanation
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: 68
A marketer is creating a new segmentation rule in Marketing Cloud Account Engagement. Which option accurately defines the capabilities of a segmentation rule?
A. Segmentation rules are used to create new forms for prospects to fill out.
B. Segmentation rules are used to segment prospects based on their activities and demographic data.
C. Segmentation rules are used to score and grade prospects.
D. Segmentation rules are used to assign prospects to users in Salesforce.
Answer: (SHOW ANSWER)
The option that accurately defines the capabilities of a segmentation rule is that segmentation rules are used to segment prospects based on their activities and

demographic data. 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 can be used to create dynamic lists, add prospects to campaigns, or apply tags or completion actions. Segmentation rules are not used to create new forms, score and grade prospects, or assign prospects to users in Salesforce, as these are different functions that require different tools1. Reference: 1: Segmentation Rules

NEW QUESTION: 69
A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.
If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?
A. Day 4
B. Day 3
C. Day 0
D. Day 5
Answer: B (LEAVE A REPLY)
Explanation
According to the Engagement Studio FAQ, when a program is paused, the prospects in the program are also paused and their wait times are not affected. Therefore, when the program is restarted, the prospects resume from where they left off. In this case, the prospect was on day 3 of a 5-day wait time when the program was paused, so they will be on day 3 when the program is restarted.

NEW QUESTION: 70
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)
Explanation
The combination of automation tools that LenoxSoft should use to achieve their goal is an automation rule and a completion action. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. A completion action is an action that Marketing Cloud Account Engagement executes after a

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

NEW QUESTION: 71

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)

Explanation
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: 72

Identify the differences between default and custom roles.

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

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

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

NEW QUESTION: 73

Users can be imported into Marketing Cloud Account Engagement

A. True

B. False

Answer: (SHOW ANSWER)

Explanation

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

NEW QUESTION: 74

The marketing team sends emails to a global audience and wants their emails to send at the optimal time for each prospect on the recipient list.

What capability should an Admin enable in Pardot to achieve this?

A. Einstein Engagement Frequency

B. Einstein Time Zone Selection

C. Einstein Campaign Insights

D. Einstein Send Time Optimization

Answer: D (LEAVE A REPLY)

To ensure that emails are sent at the optimal time for each prospect on a global scale, Pardot administrators should utilize the Einstein Send Time Optimization feature. This capability, part of Salesforce Pardot's Einstein suite of AI tools, leverages machine learning to analyze each prospect's engagement history and predict the most effective time to send emails. This analysis considers various factors including past open and interaction times to tailor email delivery schedules individually. By enabling this feature, marketers can significantly increase the likelihood of their emails being opened and acted upon, optimizing campaign effectiveness across different time zones and individual prospect behaviors. This targeted approach helps in maximizing engagement by delivering emails when prospects are most likely to be attentive and responsive.

NEW QUESTION: 75

What does Marketing Cloud Account Engagement use to track HTML email opens?

A. A tracking link is used as soon as a prospect clicks to open the email.

B. A tracking pixel loads on HTML emails when images are downloaded.

C. Opens are only tracked if a link is clicked; otherwise they are NOT tracked.

D. A tracking pixel loads on text emails when images are downloaded.

Answer: B (LEAVE A REPLY)
Marketing Cloud Account Engagement uses a tracking pixel to track HTML email opens. A tracking pixel is a small image that is embedded in an HTML email, and it loads when the recipient opens the email and downloads the images. Marketing Cloud Account Engagement uses the tracking pixel to record the email open activity and associate it with the prospect record. Marketing Cloud Account Engagement does not use a tracking link to track HTML email opens, because a tracking link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the recipient to the original URL. Marketing Cloud Account Engagement does not track email opens only if a link is clicked, because email opens and link clicks are different activities that are tracked separately. Marketing Cloud Account Engagement does not use a tracking pixel to track text email opens, because text emails do not support images or HTML.

NEW QUESTION: 76
What causes a sync from Salesforce to Marketing Cloud Account Engagement?
A. Updating a formula field in Salesforce
B. Updating a field on a Contact record that does not have an email address
C. Opening a one to one email
D. Making field changes to a Lead or Contact record
Answer: D (LEAVE A REPLY)
The main cause of a sync from Salesforce to Account Engagement is making field changes to a Lead or Contact record (D). This will trigger a sync of the updated fields to the corresponding prospect record in Account Engagement. Updating a formula field in Salesforce (A) will not cause a sync, as formula fields are not supported by Account Engagement. Updating a field on a Contact record that does not have an email address (B) will not cause a sync, as email address is a required field for syncing. Opening a one to one email will not cause a sync, as it is not a field change event. Reference: What Causes a Prospect to Sync from Salesforce to Account Engagement?

NEW QUESTION: 77
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: 78
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: B (LEAVE A REPLY)
Explanation
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: 79
What are 2 ways to define a user's role?
A. From the list view
B. Through an automation rule
C. During the import process
D. Directly from the user record
Answer: C,D (LEAVE A REPLY)
Explanation
You can define a user's role in two ways: during the import process or directly from the user record. During the import process, you can assign a role to multiple users at once by using a CSV file. Directly from the user record, you can edit the role of a single user by selecting it from the dropdown menu. You cannot define a user's role from the list view or through an automation rule. References: Create and Edit Users, Import Users

NEW QUESTION: 80
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: A (LEAVE A REPLY)
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: 81
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)
Explanation
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). References: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION: 82
Which of the following can "unmatched" prospects?
A. Automation Rules
B. Dynamic Lists
C. Segmentation Rules
Answer: (SHOW ANSWER)
Explanation
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: 83
An engagement studio program is enabled to repeat. The prospects are eligible to repeat after one day and can repeat three times.
If a prospect remains on the program recipient list, what would happen to that prospect once they hit the End step after processing through the program once?
A. The prospect will start the program over at the beginning after waiting one day.
B. The prospect will not restart the program; prospects can only process through once.
C. The prospect will start the program over at the beginning immediately.
D. The prospect will not restart the program; they have reached the maximum number of repeats.
Answer: A (LEAVE A REPLY)
Explanation
If an engagement studio program is enabled to repeat, the prospects are eligible to repeat after one day and can repeat three times, and a prospect remains on the program recipient list, then the prospect will start the program over at the beginning after waiting one day (A). This is how repeating engagement programs work in Account Engagement. The prospect

will not be prevented from restarting the program (B, D) unless they have reached the maximum number of repeats, which is three in this case. The prospect will also not restart the program immediately, but after the specified number of days, which is one in this case. References: Repeating Engagement Studio Flows Introduction

NEW QUESTION: 84

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: 85

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

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

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

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

NEW QUESTION: 86

Administrators can reset passwords for users

A. True

B. False

Answer: (SHOW ANSWER)

Explanation

According to the Salesforce documentation, the answer is true. Administrators can reset passwords for users.

An administrator is a user who has the highest level of permissions and access in Marketing Cloud Account Engagement, and who can create and manage other users, roles, and settings. An administrator can reset passwords for users in the Admin tab in Marketing Cloud Account Engagement, and they can use different methods, such as:

* Reset password for a single user: An administrator can reset the password for a single user by accessing the user record in the User List, and clicking on the Reset Password button. The administrator can then enter a new password for the user, or generate a random password. The administrator can also choose to send an email notification to the user with the new password.

* Reset password for multiple users: An administrator can reset the password for multiple users by selecting the users from the User List, and clicking on the Reset Password option in the table actions.

The administrator can then enter a new password for the users, or generate a random password. The administrator can also choose to send an email notification to the users with the new password.

References: Salesforce documentation

NEW QUESTION: 87

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

A. The prospect can match the criteria multiple times and the action runs each time.

B. The action can only run once per day on the prospect.

C. The prospect matches the criteria once, but the action runs multiple times.

D. The prospect matches the criteria once and the action runs once.

Answer: (SHOW ANSWER)

Explanation

The expected behavior if an automation rule is not set to repeat is that the prospect matches the criteria once and the action runs once. An automation rule is a rule that runs in the background and matches prospects based on certain criteria and performs certain actions. An automation rule can be set to repeat or not repeat, depending on whether the administrator wants the rule to run multiple times or only once on the same prospect. If the automation rule is not set to repeat, it means that the rule will only run once on each prospect who matches the criteria, and it will not run again even if the prospect matches the criteria again in the future.

The other options are not the expected behavior if an automation rule is not set to repeat. The prospect cannot match the criteria multiple times and the action runs each time, as this would require the rule to be set to repeat. The action cannot run only once per day on the prospect, as this would require the rule to have a daily frequency limit. The prospect cannot match the criteria once, but the action runs multiple times, as this would require the rule to have multiple actions or a recurring action. References [Automation Rules Overview]

NEW QUESTION: 88

What should be enabled on a Marketing Cloud Account Engagement form if an Administrator wants to sign many people up on the same computer at a trade show booth?

A. reCAPTCHA

B. Kiosk/Data Entry Mode

C. Progressive Profiling

D. "Not you"? Link

Answer: B (LEAVE A REPLY)

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

NEW QUESTION: 89

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: B (LEAVE A REPLY)

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: 90

The "related" tab of the prospect record displays prospects that have what in common?
Choose one answer
A. Email Domain
B. Company
C. Assigned user
D. Score
Answer: D (LEAVE A REPLY)
According to the Salesforce documentation, the "related" tab of the prospect record displays prospects that have the same score as the current prospect. The "related" tab is a feature that shows a list of prospects that are similar to the current prospect in Marketing Cloud Account Engagement. The "related" tab can be accessed from the Prospect Record page in Marketing Cloud Account Engagement, and it can show different columns of information for each related prospect, such as name, company, grade, score, or last activity. The user can customize the columns that are displayed on the "related" tab, and they can also sort, filter, search, or export the "related" tab. The "related" tab can also show other information for each related prospect, such as email address, title, assigned user, or custom fields, but these are not the default columns that are displayed on the "related" tab, and they need to be added by the user in the column settings. The "related" tab can help users to find and compare prospects that have the same level of interest and engagement as the current prospect, and to take actions based on the data. The "related" tab does not display prospects that have the same email domain, company, or assigned user as the current prospect, as these are not the criteria that are used to determine the similarity of the prospects. Reference: Salesforce documentation

NEW QUESTION: 91
An Administrator wants to create a list whose members are all in the prospecting stage of the opportunity.
Once the opportunity moves to another stage, the prospect should no longer be a member of this list. Which automation tool should the Administrator use to create this list?
A. Static list
B. Dynamic list
C. Completion Action
D. Automation Rule
Answer: B (LEAVE A REPLY)
Explanation
The automation tool that the Administrator should use to create this list is a dynamic list. A dynamic list is a list that automatically populates with prospects who match the criteria you set. You can use a dynamic list to segment your prospects based on their attributes or behaviors, such as their opportunity stage, score, or email activity. A dynamic list is constantly updated, so prospects are added or removed from the list as they meet or no longer meet the criteria. A dynamic list is ideal for creating a list of prospects who are in the

prospecting stage of the opportunity, and removing them from the list once they move to another stage.

NEW QUESTION: 92
LenoxSoft has multiple forms containing a "Comments" field on their website. The administrator would like for this field to be visible and empty every time a prospect returns to one of their forms.
Which two form field options should be enabled? Choose 2 answers
A. Do not prefill
B. Always display even if previously completed
C. Maintain the initial value upon subsequent form submissions
D. Display other fields in this form based on the value of this field
Answer: B,C (LEAVE A REPLY)
Explanation
According to the Salesforce documentation, the two form field options that should be enabled to make the
"Comments" field visible and empty every time a prospect returns to one of the forms are: B) Always display even if previously completed, and C) Maintain the initial value upon subsequent form submissions. The Always display even if previously completed option ensures that the field is not hidden or pre-filled with the previous value when the prospect revisits the form. The Maintain the initial value upon subsequent form submissions option ensures that the field is not overwritten with the new value when the prospect submits the form again. These two options combined will make the field appear as visible and empty every time the prospect returns to the form. The Do not prefill option will prevent the field from being pre-filled with the prospect's information from Marketing Cloud Account Engagement or Salesforce, but it will not prevent the field from being pre-filled with the previous value from the same form. The Display other fields in this form based on the value of this field option will create a dependent field that will show or hide other fields

based on the value of the "Comments" field, but it will not affect the visibility or emptiness of the "Comments" field itself. References: Salesforce documentation

NEW QUESTION: 93

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)

Explanation

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: 94

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

A. True

B. False

Answer: A (LEAVE A REPLY)

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

NEW QUESTION: 95

What causes a sync from Salesforce to Marketing Cloud Account Engagement?

A. Updating a formula field in Salesforce

B. Updating a field on a Contact record that does not have an email address
C. Opening a one to one email
D. Making field changes to a Lead or Contact record
Answer: D (LEAVE A REPLY)
Explanation
The main cause of a sync from Salesforce to Account Engagement is making field changes to a Lead or Contact record (D). This will trigger a sync of the updated fields to the corresponding prospect record in Account Engagement. Updating a formula field in Salesforce (A) will not cause a sync, as formula fields are not supported by Account Engagement. Updating a field on a Contact record that does not have an email address (B) will not cause a sync, as email address is a required field for syncing. Opening a one to one email will not cause a sync, as it is not a field change event. References: What Causes a Prospect to Sync from Salesforce to Account Engagement?

NEW QUESTION: 96
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 As 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)
Explanation
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: 97

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)

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. Reference: Salesforce Connector, Connect Marketing Cloud Account Engagement and Salesforce

NEW QUESTION: 98

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: 99

LenoxSoft uses a custom account field in Salesforce and wants to use it for segmentation in Marketing Cloud Account Engagement.

What should an administrator do to be able to use the custom field in Marketing Cloud Account Engagement?

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

B. Make no changes. Only default account fields can sync to Marketing Cloud Account Engagement.

C. Create a custom account field in Marketing Cloud Account Engagement and map it to the account field in Salesforce.

D. Map the account field in Salesforce to a contact field that is already syncing with Marketing Cloud Account Engagement.

Answer: C (LEAVE A REPLY)

The correct way to use a custom account field in Salesforce for segmentation in Marketing Cloud Account Engagement is to create a custom account field in Marketing Cloud Account Engagement and map it to the account field in Salesforce. This will allow you to sync the data between the two systems and use the custom field as a segmentation criterion in Marketing Cloud Account Engagement. You can create a custom account field in Marketing Cloud Account Engagement by going to Settings > Object and Field Configuration > Prospect Account Fields > Add Custom Field. Then, you can map it to the corresponding account field in Salesforce by selecting it from the drop-down menu

NEW QUESTION: 100

What information can you access on the Prospect List?

A. Prospect's Name

B. Prospect's Email Address

C. Prospect's Title

D. Prospect's Company

E. Prospect's Grade

F. Prospect's Score

G. Date of when prospect converted from a visitor

H. Date of prospect's last activity

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

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

NEW QUESTION: 101

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: A (LEAVE A REPLY)

Explanation

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

References: Forms and Form Handlers, Form Display Options

NEW QUESTION: 102

What is an identified visitor?

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

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

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

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

Answer: (SHOW ANSWER)

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

NEW QUESTION: 103
How can you ensure your email doesn't get stuck in spam?
A. Create clear calls-to-action
B. Create mobile-friendly version of the email
C. Create a text version of the email
D. Remove the unsubscribe from the email
E. Add domain keys and SPF
Answer: C (LEAVE A REPLY)
Emails are electronic messages that you can send to prospects and customers to communicate with them and engage them with your marketing content. You can create and send emails using Marketing Cloud Account Engagement. However, some emails may get stuck in spam, which means that they are filtered out by the recipient's email provider or client and marked as unsolicited or unwanted messages. To avoid this, you can create a text version of the email, which is a plain text alternative to the HTML version of the email. A text version of the email helps with email deliverability and accessibility, as some email clients or devices may not support HTML or images. Creating clear calls-to-action, mobile-friendly versions, or domain keys and SPF may also help with email deliverability, but they are not as essential as creating a text version of the email. Removing the unsubscribe link from the email is not a good practice, as it may violate the email regulations and preferences of the recipients. Reference: Emails, [Create a Text Version of an Email]

NEW QUESTION: 104
A marketer is creating a new segmentation rule in Marketing Cloud Account Engagement. Which option accurately defines the capabilities of a segmentation rule?
A. Segmentation rules are used to create new forms for prospects to fill out.
B. Segmentation rules are used to segment prospects based on their activities and demographic data.
C. Segmentation rules are used to score and grade prospects.
D. Segmentation rules are used to assign prospects to users in Salesforce.
Answer: B (LEAVE A REPLY)

Explanation
The option that accurately defines the capabilities of a segmentation rule is that segmentation rules are used to segment prospects based on their activities and demographic data. 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 can be used to create dynamic lists, add prospects to campaigns, or apply tags or completion actions. Segmentation rules are not used to create new forms, score and grade prospects, or assign prospects to users in Salesforce, as these are different functions that require different tools1.
References: 1: Segmentation Rules

NEW QUESTION: 105
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: 106
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: 107
There are absolutely no restrictions on how you assign custom users abilities.
A. True
B. False
Answer: B (LEAVE A REPLY)
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.

NEW QUESTION: 108

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: (SHOW ANSWER)

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: 109

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

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

A. The prospect is marked as optad out.

B. The prospect is removed from the recipient list

C. The prospect is removed from the suppression list

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

Answer: C (LEAVE A REPLY)

Explanation

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

NEW QUESTION: 110

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

A. Use a segmentation rule to add prospects to a list
B. Use a dynamic list to add prospects to a list
C. Use a completion action to add prospects to a list
D. Use an automation rule to add prospects to a list

Answer: C (LEAVE A REPLY)

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

NEW QUESTION: 111

How can you set a prospect's first touch campaign?

A. Using automation rules.
B. Using completion actions
C. None of the above
D. Using segmentation rules.

Answer: (SHOW ANSWER)

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

NEW QUESTION: 112

Which two requirements must be met in order to have both e Lead end 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: 113

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. Reference: Account Engagement Campaign Reporting

NEW QUESTION: 114

What variable tag must be included in an email to allow prospects to manage their email preferences?

A. %%opt_out%% or %%email_preference_center%%

B. %%unsubscribe %% or %% email_preference_ center %%

C. %%opt_out%% report_spam %%

D. %%unsubscribe % or %% opt_out %%

Answer: (SHOW ANSWER)

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

NEW QUESTION: 115

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?

A. Dynamic content

B. Custom redirect

C. Layout template

D. Stock template

Answer: C (LEAVE A REPLY)

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. Reference: Salesforce documentation

NEW QUESTION: 116

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 event signups.

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 clicks or opens.

Answer: D ([LEAVE A REPLY])

The best way to run an A/B test in Marketing Cloud Account Engagement is to 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. This way, you can compare the performance of the two versions on the same audience and avoid any bias or timing issues that might affect the results. Option A is not a good way to run an A/B test because sending the same list two different emails at different times might skew the results due to factors such as email fatigue, inbox clutter, or changing preferences. Option B is not a good way to run an A/B test because event signups might not be the best metric to measure the effectiveness of an email, especially if the event is not directly related to the email content or offer. Option C is not a good way to run an A/B test because sending the two versions to two different lists might introduce variability in the results due to differences in the list composition, quality, or behavior. Reference: How to Run an A/B Test in Marketing Cloud Account Engagement: A Step by Step Guide (2022), The Basics of A/B Testing in Marketing Cloud Account Engagement - The Spot

NEW QUESTION: 117

A user wanes 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.eom/products/A
* haps://www.tenoxsoft.con-i/products/B
* https://www.lenoxsoft.eom/pfodocts/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.lenoxsoft.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

NEW QUESTION: 118
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: 119
What must be created using the classic email builder in order to send an autoresponder?
A. Test email
B. One-to-one email
C. Email template
D. List email
Answer: (SHOW ANSWER)
Explanation
An autoresponder is a type of email that is automatically sent to a prospect when they perform a specific action, such as filling out a form, downloading a file, or registering for an event. To send an autoresponder, a marketer must create an email template using the classic email builder in Marketing Cloud Account Engagement. An email template is a reusable email design that can be customized with dynamic content and personalization. A test email, a one-to-one email, and a list email are not suitable for sending an autoresponder, as they are either not reusable, not automated, or not personalized.
References: : Create an Autoresponder Email

NEW QUESTION: 120
What are the key technical items required to set up during implementation?

A. Tracking Code
B. Email Authentication
C. CNAME
D. IP Whitelisting
E. Using Custom Fonts
Answer: A,B,C,D (LEAVE A REPLY)
The key technical items required to set up during implementation are tracking code, email authentication, CNAME and IP whitelisting. Tracking code enables Marketing Cloud Account Engagement to track visitor and prospect activity on your website. Email authentication improves the deliverability and reputation of your emails. CNAME or vanity alias provides a seamless transition for your prospects when visiting pages and forms that you host on your site and Marketing Cloud Account Engagement hosted campaign elements. IP whitelisting allows you to restrict access to Marketing Cloud Account Engagement based on IP addresses.

NEW QUESTION: 121
A marketer has 4,000 total prospects in their account:
* 3,000 of which are opted in
* 500 of which are opted out
* 500 of which are in the Recycle Bin
What would be their Mailable Database usage?
A. 3,000
B. 2,500
C. 4,000
D. 3,500
Answer: (SHOW ANSWER)
Explanation
Mailable Database usage is the number of prospects in an account that are opted in and can receive emails. It does not include prospects that are opted out, in the recycle bin, or have a hard bounce or do not email status.
Therefore, the Mailable Database usage for the marketer with 4,000 total prospects, 3,000 of which are opted in, 500 of which are opted out, and 500 of which are in the recycle bin, is 3,000 (A). The other options (B, C, D) are incorrect because they either include prospects that are not mailable or exclude prospects that are mailable. References: Marketing Cloud Account Engagement - Salesforce.com