Free Questions for Marketing-Cloud-Account-Engagement-Specialist by dumpshq

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Question 1

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

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

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

Options:

A- Prospects will re-enter the program after waiting another 90 days.

B- Prospects will re-enter the program immediately.

C- Prospects will remain ineligible to re-enter the program.

D- Prospects will NOT re-enter the program until manually approved to re-enter.

Answer:

B

Explanation:

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

Question 2

Question Type: **MultipleChoice**

A marketer is creating a new segmentation rule in Marketing Cloud Account Engagement.

Which option accurately defines the capabilities of a segmentation rule?

Options:

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

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.
Reference:1:Segmentation Rules

Question 3

A marketing user would like to send out a new whitepaper to their prospects and track who opens the PDF.

What Is the recommended way to accomplish this?

Options:

A- Upload the whitepaper PDF as a content block and attach It to the email.

B- Upload the whitepaper PDF as a content file and link to it in the body of the email.

C- Upload the whitepaper PDF as a content file and attach it to the email.

D- Upload the whitepaper PDF as a content block and link to It In the body of the email.

Answer:

B

Explanation:

The recommended way to accomplish sending out a new whitepaper to prospects and tracking who opens the PDF is to upload the whitepaper PDF as a content file and link to it in the body of the email. A content file is a type of file that can be uploaded and stored in the Content Builder, which is a tool that allows marketers to create and manage content assets. A content file can be linked to in the body of an email, which allows prospects to access the file by clicking the link. By linking to a content file, marketers can also track who

opens the PDF, as the link will generate a tracking code that records the open activity. Uploading the whitepaper PDF as a content block, attaching it to the email, or embedding it in the email are not recommended ways to accomplish sending out a new whitepaper to prospects and tracking who opens the PDF, as they either do not allow linking, do not allow tracking, or do not display properly.
Reference: : Content Files

Question 4

When reviewing the report for a Marketing Cloud Account Engagement email, a marketer notices the total clicks metric is much higher than the unique clicks metric. There was only one call-to-action link in the email.

What could explain this discrepancy?

Options:

A- Prospects clicked the unsubscribe link.

B- Prospects clicked the call-to-action link multiple times.

C- Prospects were removed from the recipient list after clicking the call-to-action link.

D- Prospects were deleted after clicking the call-to-action link.

Answer:

B

Explanation:

The possible explanation for the discrepancy between the total clicks and the unique clicks metrics in the report for a Marketing Cloud Account Engagement email is that prospects clicked the call-to-action link multiple times. The total clicks metric counts the total number of times that a link in an email was clicked by any prospect, regardless of how many times they clicked it. The unique clicks metric counts the number of unique prospects who clicked a link in an email, regardless of how many times they clicked it. Therefore, if a prospect clicked the same link more than once, it would increase the total clicks metric, but not the unique clicks metric.Prospects clicking the unsubscribe link, prospects being removed from the recipient list, or prospects being deleted are not possible explanations for the discrepancy, as they would not affect the click metrics4. Reference:4: Email Metrics

Question 5

Question Type: **MultipleChoice**

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

Options:

A- Grade

B- Score

C- Profile

D- Account

Answer:

B

Explanation:

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

Question 6

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

Options:

A- Use an automation rule to create a frequency suppression list.

B- Use the global account setting to suppress frequently emailed prospects.

C- Use a segmentation rule to create a frequency suppression list.

D- Use a dynamic list to create a frequency suppression list.

Answer:

D

Explanation:

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

Question 7

Question Type: **MultipleChoice**

What HML merge field should be included in an email to allow prospects to manage their email preferences?

Options:

A- {{Unsubscribe}} or {{EmailPreferenceCenter}}

B- {{OptOut}} or [{EmailPreferenceCenter}}

C- {{OptOut}} or {{ReportSpam}}

D- {{Unsubscribe}} or {{Opt_Out}}

Answer:

B

Explanation:

The HML merge field that should be included in an email to allow prospects to manage their email preferences is {{OptOut}} or {{EmailPreferenceCenter}}. The {{OptOut}} merge field inserts a link that allows prospects to opt out of receiving emails from the sender. The {{EmailPreferenceCenter}} merge field inserts a link that allows prospects to choose which types of emails they want to receive from the sender. The {{Unsubscribe}} merge field is not valid in HML, as it is only used in PML. The {{ReportSpam}} merge field is not recommended, as it can negatively affect the sender's reputation.The {{Opt_Out}} merge field is not valid in HML, as it uses an underscore instead of a camel case1. Reference:1: HML Merge Fields

Question 8

Question Type: **MultipleChoice**

A marketer needs to create a new field for a Marketing Cloud Account Engagement form.

Which statement accurately describes how to create the new field?

Options:

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

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

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

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

Answer:

B

Explanation:

The statement that accurately describes how to create a new field for a Marketing Cloud Account Engagement form is that the field is created as a custom prospect field in the form editor. A custom prospect field is a type of field that allows marketers to collect and store information about prospects that is not available in the default fields. A custom prospect field can be created in the form editor, which is a tool that allows marketers to design and customize forms. The field is not created and added to the form in Engagement Studio, as a custom prospect field on the Prospect Fields page, or as a default account field in the form editor, as these are either different tools, different types of fields, or different places to create fields. Reference: : Create a Custom Prospect Field