



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

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Question 1

Question Type: MultipleChoice

What form handler setting allows prospects to receive multiple autoresponders from form hour period?

Options:

- 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

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

Question 2

Question Type: MultipleChoice

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?

Options:

- 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

Explanation:

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

Question 3

Question Type: MultipleChoice

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?

Options:

A- 3,000

B- 2,500

C- 4,000

D- 3,500

Answer:

A

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. Reference: [Marketing Cloud Account Engagement - Salesforce.com](#)

Question 4

Question Type: MultipleChoice

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

Choose 2 answers

Options:

- 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

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. Reference:Using Account Engagement Automation Rules vs. Salesforce Flows

Question 5

Question Type: MultipleChoice

Which two actions occur when an automation rule is deleted?

Choose 2 answers

Options:

- 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

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). Reference:Using Account Engagement Automation Rules vs. Salesforce Flows

Question 6

Question Type: MultipleChoice

A prospect with a Marketing Cloud Account Engagement score over 100 can view and opt out of a list on the Marketing Cloud Account Engagement Email Preference Center. The following month, the prospect's score falls below 100, so they are removed from the list and

can no longer view that list on the Email Preference Center.

Which two characteristics must be true of that list?

Choose 2 answers

Options:

- A- It is a Static List
- B- It is a Dynamic List
- C- It is a CRM Visible List
- D- It is a Public List

Answer:

A, C

Explanation:

The two characteristics that must be true of the list that the prospect can view and opt out of on the Marketing Cloud Account Engagement Email Preference Center are that it is a Static List and that it is a CRM Visible List. A Static List is a list that is manually populated by the marketer or the prospect. A prospect can opt out of a Static List by clicking on the unsubscribe link in an email or by visiting the Email Preference Center and deselecting the list. A CRM Visible List is a list that is synced with a Salesforce campaign and can be viewed and reported on in Salesforce. A prospect can be removed from a CRM Visible List if they no longer meet the criteria of

the Salesforce campaign, such as having a certain score or status. Option B is not correct because a Dynamic List is a list that is automatically populated by Marketing Cloud Account Engagement based on criteria that match prospect fields. A prospect cannot opt out of a Dynamic List, but they can be removed from the list if they no longer meet the criteria. Option D is not correct because a Public List is a list that is visible on the Email Preference Center and can be opted in or out by the prospect. A Public List can be either a Static List or a Dynamic List, but it is not a characteristic that affects the prospect's removal from the list. Reference:Marketing Cloud Account Engagement Email Preference Center Best Practices - Salesforce Ben,Create a Custom Email Preference Center Page - Salesforce,Crafting Clear Marketing Communication with Marketing Cloud Account Engagement Email Preference Centers

Question 7

Question Type: MultipleChoice

A marketing user wants to send out an email to a list of prospects on behalf of their assigned sales users. Any prospect replies should be directed to bdr@lenoxsoft.com so their team of business development reps can field questions and schedule follow up demos.

How should this be accomplished?

Options:

A- Select Specific User for the Sender

- B-** Select General User for the Sender
- C-** Select Assigned User for the Custom Reply-To Address
- D-** Select General Address for the Custom Reply-To Address

Answer:

D

Explanation:

The best way to accomplish this scenario is to select General Address for the Custom Reply-To Address when sending the list email. This option allows the marketer to specify any email address as the reply-to address, regardless of the sender or the prospect owner. In this case, the marketer can enter bdr@lenoxsoft.com as the reply-to address, so that any prospect replies will be directed to the business development reps. Option A is not correct because selecting Specific User for the Sender will not allow the marketer to send the email on behalf of the assigned sales users, but only from a specific Marketing Cloud Account Engagement user. Option B is not correct because selecting General User for the Sender will not allow the marketer to send the email on behalf of the assigned sales users, but only from a general address that is not associated with any Marketing Cloud Account Engagement user. Option C is not correct because selecting Assigned User for the Custom Reply-To Address will not allow the marketer to direct the prospect replies to bdr@lenoxsoft.com, but only to the user who owns the prospect record. Reference: [Email Sender Options: Leverage CRM User Lookup in MCAE \(Marketing Cloud Account Engagement\)](#), [How to Send an Email in Marketing Cloud Account Engagement: A Recipe | The DRIP - Salesforce Ben](#), [Sender and Reply-To Options - Salesforce](#)

Question 8

Question Type: MultipleChoice

What does Marketing Cloud Account Engagement set on visitors' browsers to track their activities?

Options:

- A- UTM Parameters
- B- Tracking Pixels
- C- Cookies
- D- Google Analytics Tracking Code

Answer:

C

Explanation:

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

Question 9

Question Type: MultipleChoice

How could a visitor convert to a prospect?

Options:

A- Download an eBook

- B-** Open a Marketing Cloud Account Engagement email
- C-** Submit a Marketing Cloud Account Engagement form
- D-** Watch a video hosted in Wistia

Answer:

C

Explanation:

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

Question 10

Question Type: MultipleChoice

A user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program.

Which prospects will process through the new step once the program is started again?

Options:

- A- All prospects on the recipient list
- B- All prospects in the program
- C- All prospects new to the program
- D- All prospects on the suppression list

Answer:

C

Explanation:

The prospects that will process through the new step once the program is started again are all prospects new to the program. When a user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program, the new step will apply only to the prospects who enter the program after the program is resumed. The prospects who are

already in the program will not go back to the new step, but will continue from their current position in the program. This is because a non-repeating engagement studio program allows prospects to go through the program only once and does not allow them to repeat any steps or actions. Therefore, the new step will not affect the prospects who have already processed through the program. Option A is not correct because not all prospects on the recipient list will process through the new step once the program is started again. The recipient list is the list of prospects who are eligible to enter the program. However, some of the prospects on the recipient list might have already entered and completed the program before the new step was added. Those prospects will not process through the new step, as they have already exited the program. Option B is not correct because not all prospects in the program will process through the new step once the program is started again. The prospects in the program are the prospects who have entered the program and are either active or paused in the program. However, some of the prospects in the program might have already passed the position where the new step was added. Those prospects will not process through the new step, as they have already moved forward in the program. Option D is not correct because none of the prospects on the suppression list will process through the new step once the program is started again. The suppression list is the list of prospects who are excluded from entering the program. The suppression list can be used to prevent prospects who are already customers, competitors, or partners from receiving marketing emails. The prospects on the suppression list will never enter or process through the program, regardless of the new step.

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