



# Free Questions for Marketing-Cloud-Account-Engagement-Specialist

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## Question 1

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Question Type: MultipleChoice

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Which two requirements must be met in order to have both a Lead and a Contact field sync with the same Marketing Cloud

Account Engagement prospect field?

Choose 2 answers

Options:

- A- The Lead and Contact fields must have the same Salesforce field label.
- B- The Lead and Contact fields must have the same API name.
- C- The Marketing Cloud Account Engagement field must be mapped to the Salesforce field.
- D- The Marketing Cloud Account Engagement field must be a drop-down field.

Answer:

B, C

Explanation:

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

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

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

## Question 2

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Question Type: MultipleChoice

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How many times does a segmentation rule run?

### Options:

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- 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:

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D

### Explanation:

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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 rule<sup>1</sup>.  
Reference: <sup>1</sup>: Segmentation Rules

## Question 3

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Question Type: MultipleChoice

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

### Options:

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- 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:

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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 day. This setting can be useful for forms that are used for multiple purposes, such as event registration, content download, or contact request.

## Question 4

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 5

Question Type: MultipleChoice

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?

### Options:

- 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 1 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

### Explanation:

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

## Question 6

Question Type: MultipleChoice

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?

Options:

- A- Page actions
- B- Marketing Cloud Account Engagement form
- C- Custom redirects
- D- Marketing Cloud Account Engagement tracking code

Answer:

C

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. Reference:Custom Redirects

## Question 7

Question Type: MultipleChoice

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:

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- 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:

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B

### Explanation:

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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 limit<sup>2</sup>. Reference: <sup>2</sup> Repeating Engagement Programs

## Question 8

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Question Type: MultipleChoice

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LenoxSoft wants to create a Marketing Cloud Account Engagement landing page that matches the exact look and feel of their website. Which method would produce the closest results?

### Options:

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- A- Use a stock layout provided in Marketing Cloud Account Engagement
- B- Use above form and below form content to create the layout
- C- Embed the campaign tracking code on their website
- D- Import layout using a URL from their website

### Answer:

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D

### Explanation:

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The best method to create a Marketing Cloud Account Engagement landing page that matches the exact look and feel of your website is to import a layout using a URL from your website. This method allows you to use an existing web page as a template for your landing page, and Marketing Cloud Account Engagement will automatically copy the HTML code, CSS styles, and images from the URL. You can then edit the layout as needed and add Marketing Cloud Account Engagement elements, such as forms or dynamic content



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