



**Free Questions for Marketing-Cloud-Account-Engagement-Specialist by dumpsheet**

**Shared by Calhoun on 29-01-2024**

**For More Free Questions and Preparation Resources**

**Check the Links on Last Page**

# Question 1

---

**Question Type:** MultipleChoice

---

A user creates and resumes a new automation rule.

Which two statements are true about that rule?

Choose 2 answers

## Options:

---

- A- The rule will run once and must be re-run for prospects to match again.
- B- The rule will continuously look for prospects who match the criteria.
- C- The rule will evaluate their entire prospect database for matches.
- D- The rule will unmatch prospects that no longer match the criteria.

## Answer:

---

B, C

## Explanation:

---

When a user creates and resumes a new automation rule, the rule will continuously look for prospects who match the criteria (B) and evaluate their entire prospect database for matches . These are the characteristics of automation rules in Account Engagement, which are different from segmentation rules that run only once. The rule will not run once and must be re-run for prospects to match again (A), nor will it unmatch prospects that no longer match the criteria (D). Unmatching prospects is only possible with dynamic lists, not automation rules. Reference:Using Account Engagement Automation Rules vs. Salesforce Flows

## Question 2

---

### 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 3

---

**Question Type: MultipleChoice**

---

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?

**Options:**

---

- 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

**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. Reference: Repeating Engagement Studio Flows Introduction

## Question 4

---

**Question Type:** MultipleChoice

---

A marketing manager wants to view list email engagement metrics in Engagement History in Salesforce.

Which metric is not supported?

### Options:

---

- A- Total Replies
- B- Total Delivered
- C- Unique Opens
- D- Opt Out Rate

### Answer:

---

A

### Explanation:

---

If a marketing manager wants to view list email engagement metrics in Engagement History in Salesforce, they will not be able to see the Total Replies metric (A). This metric is not supported by Engagement History, which only shows the following metrics for list emails:

Total Delivered, Unique Opens, Unique Clicks, Hard Bounces, Soft Bounces, Opt Outs, and Spam Complaints. The other metrics (B, C, D) are supported by Engagement History and can be viewed in Salesforce. Reference:Salesforce Engagement History: A Complete Overview

## Question 5

---

**Question Type: MultipleChoice**

---

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?

### Options:

---

- A- Conversions Report
- B- Landing Page report
- C- Form Handler Report
- D- Form Report

## Answer:

---

D

## Explanation:

---

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

## Question 6

---

### Question Type: MultipleChoice

---

A Marketing Cloud Account Engagement administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field.

Which form field option should be enabled?



## Options:

---

- A- Maintain the initial value upon subsequent form submissions
- B- Always display even if previously completed
- C- Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- D- Include 'Not you?' link to allow visitors to reset the form

## Answer:

---

A

## Explanation:

---

If a Marketing Cloud Account Engagement administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field, they should enable the form field option "Maintain the initial value upon subsequent form submissions" (A). This option prevents the field from being overwritten by later submissions. The option "Always display even if previously completed" (B) does not affect the field value, but only the field visibility on the form. The option "Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect" does not affect the field value, but only the prospect tracking method. The option "Include 'Not you?' link to allow visitors to reset the form" (D) does not affect the field value, but only the form reset functionality.

Reference:Create a Form

## Question 7

---

### Question Type: MultipleChoice

---

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?

#### Options:

---

- 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

#### Explanation:

---

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

## Question 8

---

**Question Type:** MultipleChoice

---

A user wants to increase a prospect's score an additional five points every time a specific form is completed. The score increase should occur upon form submission.

What automation tool should be used to accomplish this?

**Options:**

---

- A- Engagement studio
- B- Completion action
- C- Custom redirect

D- Segmentation rule

**Answer:**

---

B

**Explanation:**

---

The automation tool that should be used to increase a prospect's score an additional five points every time a specific form is completed is completion action. A completion action is an automated task that is triggered by a certain element in Marketing Cloud Account Engagement, such as a form, a form handler, a custom redirect, a page action, or a file download<sup>17</sup>. A completion action can perform various actions, such as adjusting score, adding to list, assigning to user, sending autoresponder email, and so on<sup>18</sup>. A completion action can be added to a form in the fourth step of the form builder tool, and it can be customized to execute only on prospects who meet specific criteria<sup>19</sup>. A completion action is not retroactive and will only apply to prospects who complete the chosen action moving forward

## Question 9

---

**Question Type:** MultipleChoice

---

Which two list types could be used as a recipient list on a list email send? Choose 2 answers

**Options:**

---

- A- Archived list
- B- Static list
- C- Test list
- D- Dynamic list

**Answer:**

---

B, D

**Explanation:**

---

The two list types that could be used as a recipient list on a list email send are static list and dynamic list. A static list is a list of prospects that can be manually added or removed, or updated by automation tools. A static list does not change unless the user or the automation tool modifies it<sup>13</sup>. A dynamic list is a list of prospects that automatically updates based on the criteria that the user defines. A dynamic list adds or removes prospects who match or do not match the criteria in real time<sup>14</sup>. Both static and dynamic lists can be used to segment prospects and send targeted email campaigns to them<sup>15</sup>. The other list types, such as archived list, test list, public list, and CRM visible list, are not suitable for sending list emails, as they have different purposes and limitations

## Question 10

---

**Question Type: MultipleChoice**

---

A non-repeating automation rule has matched 100 prospects. A user pauses the automation rule, edits the rules criteria, and resumes the rule.

What would happen to the 100 prospects who previously matched the rule?

**Options:**

---

- A-** The prospects will not unmatch the rule and no new actions will be applied.
- B-** The actions will reapply to prospects who match the new rule criteria.
- C-** The rule will unapply actions to prospects who no longer match the criteria.
- D-** The prospects will be marked as unmatching the updated rule.

**Answer:**

---

D

**Explanation:**

---

If a non-repeating automation rule has matched 100 prospects, and a user pauses the automation rule, edits the rules criteria, and resumes the rule, the 100 prospects who previously matched the rule will be marked as unmatching the updated rule. This means that they will not receive any new actions from the rule, and any actions that were already applied to them will not be undone<sup>11</sup>. However, if

the rule is set to repeat, the prospects who previously matched the rule can match the rule again if they meet the new criteria

## Question 11

---

**Question Type:** MultipleChoice

---

What would a hard bounce refer to on an email sending report?

### Options:

---

- A-** An email that is recognized, but returned to the sender because the recipient's mailbox is full.
- B-** An email that is recognized, but returned to the sender because the mail server is temporarily unavailable
- C-** An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.
- D-** An email that permanently bounced back to the sender because the address is invalid.

### Answer:

---

D

## **Explanation:**

---

A hard bounce refers to an email that permanently bounced back to the sender because the address is invalid. A hard bounce occurs when the prospect's email address is incorrect, the domain name does not exist, or the sender is suspected as spam and/or has been blocked. Marketing Cloud Account Engagement marks prospects with hard bounces as undeliverable and prevents any further email sends to them. A hard bounce is different from a soft bounce, which is a temporary delivery failure due to reasons such as a full mailbox, a server outage, or a message size limit. Marketing Cloud Account Engagement retries sending emails to prospects with soft bounces until they are delivered or until they reach five soft bounces, after which they are marked as undeliverable.

## **Question 12**

---

**Question Type:** MultipleChoice

---

Where on a prospect record should an administrator look to help determine the reason a prospect is unmailable?

### **Options:**

---

- A-** Lifecycle and Profile
- B-** Activities and Audits



C- Activities and Lifecycle

D- Profile and Audits

**Answer:**

---

A

**Explanation:**

---

The best place to look on a prospect record to help determine the reason a prospect is unmailable is the Lifecycle and Profile section. This section shows the mailability status of the prospect, which can be one of the following: Mailable, Mailable - Transactional Emails Only, Undeliverable, Unmailable, or Unsubscribed<sup>4</sup>. The mailability status is determined by various factors, such as the prospect's email opt-out preference, the do not email flag, the hard bounce or soft bounce detection, and the prospect's location in the recycle bin<sup>5</sup>. The Lifecycle and Profile section also shows the email address, the email preference center, and the email opt-out date of the prospect, which can provide more information about the prospect's mailability.

**To Get Premium Files for Marketing-Cloud-Account-Engagement-Specialist Visit**

<https://www.p2pexams.com/products/marketing-cloud-account-engagement-specialist>

**For More Free Questions Visit**

<https://www.p2pexams.com/salesforce/pdf/marketing-cloud-account-engagement-specialist>

