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## Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q229-Q234):

### NEW QUESTION # 229

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

- A. Opens are only tracked if a link is clicked; otherwise they are NOT tracked.
- B. A tracking pixel loads on text emails when images are downloaded.
- C. A tracking pixel loads on HTML emails when images are downloaded.
- D. A tracking link is used as soon as a prospect clicks to open the email.

**Answer: C**

Explanation:

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 # 230

LenoxSoft wants the "State" field to appear in real-time whenever a prospect selects "United States" for the "Country" field when completing their Marketing Cloud Account Engagement form.

Which form feature should be utilized?

- A. Kiosk/Data Entry Mode
- B. Email Validation
- C. Dependent fields
- D. Progressive Profiling

**Answer: D**

### NEW QUESTION # 231

What are the limitations of connecting Marketing Cloud Account Engagement to a Salesforce Sandbox account?

- A. If connected to a sandbox first, when you create your production connector, all prospects will not automatically queue to sync.
- B. Marketing Cloud Account Engagement can't "wipe" data, so you will need to manually delete any prospects and data that is brought into your Marketing Cloud Account Engagement account from the sandbox connector before enabling the connector for your production instance.
- C. You cannot sync with a sandbox at all

**Answer: A,B**

Explanation:

The limitations of connecting Marketing Cloud Account Engagement to a Salesforce Sandbox account are: if connected to a sandbox first, when you create your production connector, all prospects will not automatically queue to sync, and Marketing Cloud Account Engagement can't "wipe" data, so you will need to manually delete any prospects and data that is brought into your Marketing Cloud Account Engagement account from the sandbox connector before enabling the connector for your production instance. A Salesforce Sandbox account is a copy of your production environment that you can use for testing and development purposes. Marketing Cloud Account Engagement Sandboxes are test versions of a Marketing Cloud Account Engagement Business Unit that you can provision within a Salesforce Sandbox. However, Marketing Cloud Account Engagement Sandboxes have some limitations that you need to be aware of before using them. One limitation is that if you connect Marketing Cloud Account Engagement to a Salesforce Sandbox first, and then create a production connector, the prospects in your Marketing Cloud Account Engagement account will not automatically sync with the production environment. You will need to manually sync them or use an

automation tool to do so. Another limitation is that Marketing Cloud Account Engagement cannot erase the data that is brought into your Marketing Cloud Account Engagement account from the sandbox connector, such as prospects, fields, and assets. You will need to manually delete them before enabling the connector for your production instance, or else you will end up with duplicate or unwanted data in your Marketing Cloud Account Engagement account 112 Reference: 11: Marketing Cloud Account Engagement Sandboxes: What They Can, and Can't Do12: Use Marketing Cloud Account Engagement Sandboxes

#### NEW QUESTION # 232

What report allows you to see how successful or active a form has been on your site?

- A. None of the above
- **B. Form reports**
- C. Landing Page reports
- D. Conversion reports
- E. Campaign reports

**Answer: B**

Explanation:

Form reports show the performance and activity of your Marketing Cloud Account Engagement forms, which are web forms that capture prospect information. You can use form reports to see how many prospects have viewed, completed, or started but not completed your forms, as well as the conversion rate and average time to complete. You can also drill down into individual form submissions and view the prospect's details and activities. Reference: [Form Reports], [View Form Reports]

#### NEW QUESTION # 233

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. Send the email template to the "Hot Prospects" list, but select the "deduplicate" option to remove recipients that already received the email last week.
- B. 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.
- **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**

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

#### NEW QUESTION # 234

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