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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q36-Q41):

NEW QUESTION # 36
There are absolutely no restrictions on how you assign custom users abilities.

- A. True
- B. False

Answer: B

Explanation:
According to the Salesforce documentation, the answer is false. There are some restrictions on how you assign custom users abilities. A custom user is a user who has a custom role assigned to them in Marketing Cloud Account Engagement. A custom role is a feature that allows users to create and assign custom permissions and access levels to other users in Marketing Cloud Account Engagement. A custom role can be created and managed by the administrator in the Admin tab in Marketing Cloud Account Engagement, and it can be assigned to new or existing users. A custom role can be assigned to a user by using different methods, such as editing an existing default role, assigning new users during the import process, or adding a batch of existing users using table actions. However, there are some restrictions on how you assign custom users abilities, such as:
You cannot assign a custom user the ability to create or edit other users, roles, or connectors. This ability is reserved for the administrator only, and it cannot be delegated to a custom user.
You cannot assign a custom user the ability to access or edit the data or settings of another user, unless the custom user is the manager of that user. A manager is a user who is responsible for overseeing and managing other users, and who can view and edit their data or settings. A manager can be assigned to a user in the user record, and they can have a custom role or a default role.
You cannot assign a custom user the ability to access or edit the data or settings of a prospect, unless the custom user is the owner or the assigned user of that prospect. An owner is a user who created the prospect in Marketing Cloud Account Engagement, and who can view and edit their data or settings. An assigned user is a user who is assigned to the prospect in Marketing Cloud Account Engagement, and who can view and edit their data or settings. An owner or an assigned user can be assigned to a prospect in the prospect record, and they can have a custom role or a default role.

NEW QUESTION # 37
How can you ensure your email doesn't get stuck in spam?

- A. Create a text version of the email
- B. Remove the unsubscribe from the email
- C. Create clear calls-to-action
- D. Create mobile-friendly version of the email
- E. Add domain keys and SPF

Answer: A

Explanation:
Emails are electronic messages that you can send to prospects and customers to communicate with them and engage them with your marketing content. You can create and send emails using Marketing Cloud Account Engagement. However, some emails may get stuck in spam, which means that they are filtered out by the recipient's email provider or client and marked as unsolicited or unwanted messages. To avoid this, you can create a text version of the email, which is a plain text alternative to the HTML version of the email. A text version of the email helps with email deliverability and accessibility, as some email clients or devices may not support HTML or images. Creating clear calls-to-action, mobile-friendly versions, or domain keys and SPF may also help with email deliverability, but they are not as essential as creating a text version of the email. Removing the unsubscribe link from the email is not a good practice, as it may violate the email regulations and preferences of the recipients. Reference: Emails, [Create a Text Version of an Email]

NEW QUESTION # 38
What are two benefits of the engagement studio tasting experience?
Choose 2 answers

- A. Evaluating email template options for the program
- B. Understanding the timeline of the program
- C. Measuring a specific step's performance
- D. Visualizing a prospect's possible paths

Answer: C,D

Explanation:
According to the Salesforce documentation, the two benefits of the engagement studio testing experience are: B) Visualizing a prospect's possible paths, and D) Measuring a specific step's performance. The engagement studio testing experience is a feature that allows users to test and troubleshoot their engagement studio programs before launching them. The testing experience can help users to: Visualize a prospect's possible paths: The testing experience can show the user how a prospect can move through the

program based on different scenarios and outcomes. The user can see the positive, negative, and neutral paths that a prospect can take after each step, and the actions and emails that the prospect will receive. The user can also see the number of prospects that are expected to take each path based on the current recipient list. Measuring a specific step's performance: The testing experience can show the user the performance metrics of each step, such as the number and percentage of prospects who have completed, skipped, or are waiting for the step. The user can also see the email metrics of each email step, such as the number and percentage of prospects who have opened, clicked, or unsubscribed from the email. The user can use these metrics to evaluate and optimize the effectiveness of each step. Evaluating email template options for the program or understanding the timeline of the program are not benefits of the engagement studio testing experience, as they are related to other aspects of the program creation, such as choosing the email content or setting the wait times. Reference: Salesforce documentation

NEW QUESTION # 39

By default, which two objects does Marketing Cloud Account Engagement write to in Salesforce? Choose 2 answers

- A. Lead records
- B. Opportunity records
- C. Account records
- D. Case records
- E. Contact records

Answer: A,E

Explanation:

By default, Marketing Cloud Account Engagement writes to two objects in Salesforce: contact records and lead records. These are the two objects that store information about individual prospects in Salesforce. Marketing Cloud Account Engagement syncs with these objects based on the email address field, which is the unique identifier for prospects. Marketing Cloud Account Engagement can create new contact or lead records in Salesforce, or update existing ones, depending on the sync settings and rules. Marketing Cloud Account Engagement does not write to case records, opportunity records, or account records by default, but it can read from them and use their information for segmentation and reporting purposes. Reference Marketing Cloud Account Engagement and Salesforce Sync Behavior

NEW QUESTION # 40

How can a prospect's score be changed?

- A. Through completion actions.
- B. Through scoring model changes.
- C. Through automation rules.
- D. All of the above.

Answer: D

Explanation:

According to the Salesforce documentation, a prospect's score can be changed through automation rules, scoring model changes, or completion actions. A prospect's score is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. A prospect's score can be changed by using different methods, such as:

Automation rules: An automation rule is an automation tool that can be used to update a prospect's score when the prospect meets certain criteria, such as prospect field values, activities, or scores. For example, an automation rule can be created to increase a prospect's score by 10 points when the prospect visits a specific web page.

Scoring model changes: A scoring model is a feature that allows users to customize the scoring rules for different types of activities, such as email opens, form submissions, or custom redirects. A scoring model can be changed by editing the default scoring model in Marketing Cloud Account Engagement, or by creating a custom scoring model for a specific group of prospects. For example, a scoring model can be changed to assign more points to an email open, or to create a different scoring model for prospects from a certain industry.

Completion actions: A completion action is an automation tool that can be used to adjust a prospect's score after the prospect successfully completes a marketing element, such as submitting a form, clicking a link, or visiting a web page. A completion action can be used to increase or decrease a prospect's score by a specific amount, or to reset a prospect's score to zero. For example, a completion action can be created to decrease a prospect's score by 5 points when the prospect unsubscribes from an email.

NEW QUESTION # 41
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