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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q60-Q65):

NEW QUESTION # 60

Form or Form Handler? I want to integrate with a third-party system.

- **A. Form Handler**
- B. Form

Answer: A

Explanation:

Form handlers are the best option if you want to integrate with a third-party system, such as a payment gateway, a survey tool, or a webinar platform. Form handlers allow you to post data to more than one location, so you can send the prospect information to Marketing Cloud Account Engagement and to the external system at the same time¹. You can also use form handlers to connect Marketing Cloud Account Engagement to your existing forms on your website or other platforms.

NEW QUESTION # 61

Which scenario would convert an anonymous visitor into an identified prospect?

- A. Scanning the badge of someone who visited a booth at a recent event
- B. Creating a Lead in Salesforce which syncs to Marketing Cloud Account Engagement as a new prospect record
- **C. Submitting a Web2Lead form that is linked to Marketing Cloud Account Engagement via a form handler**
- D. Opening email sent by a sales rep using the Send Marketing Cloud Account Engagement Email functionality in Salesforce

Answer: C

Explanation:

The scenario that would convert an anonymous visitor into an identified prospect is submitting a Web2Lead form that is linked to Account Engagement via a form handler. This is because a form handler captures the visitor's information and passes it to Account Engagement, where a new prospect record is created. Creating a Lead in Salesforce which syncs to Account Engagement as a new prospect record (A) will not convert an anonymous visitor, as it does not involve any interaction with the visitor. Scanning the badge of someone who visited a booth at a recent event (B) will not convert an anonymous visitor, as it does not involve any online activity that can be tracked by Account Engagement. Opening an email sent by a sales rep using the Send Account Engagement Email functionality in Salesforce (D) will not convert an anonymous visitor, as it requires the visitor to already have a prospect record in Account Engagement. Reference: Anonymous Visitors

NEW QUESTION # 62

LenoxSoft's Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren't being counted in the list email report. Based on this link's format, why wouldn't it have been re-written for tracking?

- A. The link should be populated with variable tags to be automatically re-written
- B. The link should point to go.MarketplaceCloudAccountEngagement.com to be automatically re-written.
- **C. The link should start with http or https to be automatically re-written.**
- D. The link should contain a wildcard to be automatically re-written.

Answer: C

Explanation:

The reason why the email link www.lenoxsoft.com was not re-written for tracking is that the link should start with http or https to be automatically re-written. Marketing Cloud Account Engagement automatically re-writes links in emails to track the clicks and measure the engagement of the recipients. However, Marketing Cloud Account Engagement only re-writes links that start with http or https, as these are the protocols that indicate a web address. The link www.lenoxsoft.com does not have a protocol, so Marketing Cloud Account Engagement does not recognize it as a web address and does not re-write it for tracking. The other options are not relevant for link re-writing. The link does not need to contain a wildcard, point to go.MarketplaceCloudAccountEngagement.com, or be populated with variable tags to be automatically re-written. These are features that can be used to create dynamic or custom links, but they are not required for link re-writing. Reference [Link Click Tracking]

NEW QUESTION # 63

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?

- A. The prospect will start the program over at the beginning after waiting one day.
- B. The prospect will not restart the program; they have reached the maximum number of repeats.
- C. The prospect will start the program over at the beginning immediately.
- D. The prospect will not restart the program; prospects can only process through once.

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

NEW QUESTION # 64

Which two capabilities are true for completion actions? Choose 2 answers

- A. Completion actions are applied retroactively.
- B. Completion actions apply to both visitors and prospects
- C. Completion actions cannot be applied directly on a landing page.
- D. Completion actions do not execute on image file downloads

Answer: C,D

Explanation:

According to the Salesforce documentation, the two capabilities that are true for completion actions are: C) Completion actions cannot be applied directly on a landing page, and D) Completion actions do not execute on image file downloads. A completion action is an automation tool that can be used to perform an action after a prospect successfully completes a marketing element, such as clicking a link in an email, submitting a form, or visiting a web page. A completion action can be used to perform actions such as adding a prospect to a list, assigning a prospect to a user, sending an autoresponder email, or adjusting a prospect's score. Completion actions cannot be applied directly on a landing page, as landing pages do not have completion actions. However, completion actions can be applied on the forms or custom redirects that are embedded on the landing page. Completion actions do not execute on image file downloads, as image file downloads are not considered as completion events. However, completion actions can be executed on other types of file downloads, such as PDFs or Word documents. Completion actions are not applied retroactively, as they are only applied to prospects who complete the marketing element after the completion action is created. Completion actions do not apply to both visitors and prospects, as they only apply to prospects who have been identified by their email address or their Marketing Cloud Account Engagement tracking cookie. Reference: Salesforce documentation

NEW QUESTION # 65

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