

Test Marketing-Cloud-Account-Engagement-Specialist Registration & Marketing-Cloud-Account-Engagement- Specialist Downloadable PDF



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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q186-Q191):

NEW QUESTION # 186

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?

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

Answer: C

Explanation:

In Pardot (Salesforce Marketing Cloud Account Engagement), when setting up form fields, there is an option specifically designed to maintain the initial value of a field that a prospect enters, even if they submit different values in the same field on subsequent forms. This is critical for maintaining consistent data when the first submitted value is of primary importance, such as capturing the original source of a lead. This setting ensures that the field value doesn't update with each new submission, thus preserving the original data.

NEW QUESTION # 187

Which three variable tags can be used on layout templates for landing pages?

(Choose three answers.)

- A. %%description%%
- B. %%title%%
- C. %%form%%
- D. %%name%%
- E. %%content%%

Answer: A,B,E

Explanation:

Explanation

The three variable tags that can be used on layout templates for landing pages are %%description%%, %%title%%, and %%content%%. A layout template is a reusable HTML template that defines the structure and style of your landing pages. A variable tag is a placeholder that allows you to insert dynamic content into your layout template, such as the landing page title, description, or form. You can use variable tags to customize your layout template for different landing pages, without having to edit the HTML code every time.

NEW QUESTION # 188

How can you preview/test matches for automation rules before you run them?

- A. Create a list and see how many prospects are affected.
You can preview which prospects will be matches by your Automation Rules. After creating or editing your rules, click the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time (this is very fast for most rules - often under a minute). The preview will tell you how many prospects will be matched. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them.
- B. Use the automation preview option.
- C. Run the automation rule to see how many matches there are.

Answer: B

Explanation:

Explanation

You can preview or test matches for automation rules before you run them by using the automation preview option. This option allows you to see how many prospects will be matched by your automation rules without actually running them. You can access this

option by clicking the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time. The preview will tell you how many prospects will be matched and show you a sample of them. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them.

Answer A is incorrect because running the automation rule will not only show you how many matches there are, but also apply the actions to them, which may not be what you want. Answer C is incorrect because creating a list and seeing how many prospects are affected will not give you the same results as the automation preview option, since the list criteria may not match the automation rule criteria exactly. Answer D is incorrect because there is no such option as the prospect table actions. References: Automation Rules, Preview Automation Rules

NEW QUESTION # 189

What is true about building landing pages in Salesforce using the enhanced landing page experience?

- A. Custom code and script can be added to the header or footer code.
- **B. The page can be associated to either a connected or unconnected campaign.**
- C. The only way to add a Pardot form to page is by adding the iframe code in an HTML component.
- D. When you create or edit an enhanced landing page, it is automatically published.

Answer: B

Explanation:

In the enhanced landing page experience within Salesforce, one of the key features is the ability to associate a landing page with either a connected campaign (directly linked to Salesforce campaigns for unified reporting and management) or an unconnected campaign (used solely within Pardot). This flexibility allows marketers to tailor their campaign management strategies according to their specific needs, enhancing the integration and tracking of various marketing efforts directly from within Salesforce.

NEW QUESTION # 190

When do prospects sync to your CRM?

- A. When the prospect has a lead score greater than 50
- B. When a prospect is created manually in the Marketing Cloud Account Engagement database.
- C. When the prospect fills out a form on a landing page
- **D. When a prospect has been assigned to a user or queue.**
- E. When the prospect visits a landing page

Answer: D

Explanation:

Explanation

Prospects sync to your CRM when they have been assigned to a user or queue. A CRM is a customer relationship management platform that allows you to manage your sales and customer service operations. You can integrate Marketing Cloud Account Engagement with your CRM using the Salesforce connector, which allows you to sync data, activities, and campaigns between Marketing Cloud Account Engagement and Salesforce. However, not all prospects in Marketing Cloud Account Engagement are synced to Salesforce.

Only prospects that have been assigned to a user or queue in Marketing Cloud Account Engagement are synced to Salesforce as leads or contacts. You can assign prospects manually, through automation rules, or through lead assignment rules.

Answer A, C, D, and E are incorrect because prospects do not sync to your CRM when they fill out a form on a landing page, when they have a lead score greater than 50, when they visit a landing page, or when they are created manually in the Marketing Cloud Account Engagement database, unless they are also assigned to a user or queue, as explained above. References: [Salesforce Connector], [Sync Prospects with Salesforce]

NEW QUESTION # 191

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