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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q26-Q31):

NEW QUESTION # 26

What is tracked by the custom email links generated by Marketing Cloud Account Engagement?

- A. Email opens
- B. Page visits
- C. Form completions
- D. Link clicks
- E. Unsubscribe

Answer: A,B,D

Explanation:

The custom email links generated by Marketing Cloud Account Engagement are tracked for link clicks, page visits and email opens. Link clicks are recorded when a prospect clicks on a link in an email. Page visits are recorded when a prospect visits a page on your website that has the Marketing Cloud Account Engagement tracking code. Email opens are recorded when a prospect opens an email and downloads the invisible image that Marketing Cloud Account Engagement inserts in the email. Form completions and unsubscribes are not tracked by the custom email links, but by other methods.

NEW QUESTION # 27

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

Answer: D

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 # 28

When an opportunity is created in Marketing Cloud Account Engagement from the sync with Salesforce, what campaign is set on the opportunity?

- A. The last campaign of the first contact associated to the opportunity.
- B. The last campaign of the last contact associated with the opportunity
- C. The first campaign of the last contact associated with the opportunity
- **D. The first campaign of the first contact associated with the opportunity**

Answer: D

Explanation:

When an opportunity is created in Marketing Cloud Account Engagement from the sync with Salesforce, the campaign that is set on the opportunity is the first campaign of the first contact associated with the opportunity. This means that Marketing Cloud Account Engagement will look at the contact roles of the opportunity in Salesforce, and find the contact that was added first. Then, Marketing Cloud Account Engagement will look at the campaign history of that contact, and find the campaign that was assigned first. That campaign will be the one that is associated with the opportunity in Marketing Cloud Account Engagement. This helps Marketing Cloud Account Engagement track the source and influence of the opportunity. For more details -> 678

NEW QUESTION # 29

Where on a prospect record would you look to see if a prospect had registered for a webinar?

- A. Contents
- **B. Prospect Activities**
- C. Insights
- D. Custom Fields

Answer: B

Explanation:

According to the Salesforce documentation, the place on a prospect record where the user would look to see if a prospect had registered for a webinar is: C) Prospect Activities. A prospect record is a feature that shows the detailed information and activity history of a prospect in Marketing Cloud Account Engagement. A prospect record can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different sections of information for the prospect, such as details, insights, activities, or custom fields. The Prospect Activities section shows the chronological list of actions and events that the prospect has performed or received, such as opening an email, clicking a link, submitting a form, or registering for a webinar. The user can use the Prospect Activities section to see if a prospect had registered for a webinar, and to see other details of the webinar registration, such as the date, time, or status. The user can also filter, search, or export the Prospect Activities section. The Contents, Insights, or Custom Fields sections are not the places on a prospect record where the user would look to see if a prospect had registered for a webinar, as they are related to other aspects of the prospect information, such as content preferences, engagement metrics, or custom data. Reference: Salesforce documentation

NEW QUESTION # 30

LenoxSoft has an engagement studio program within a recipient list and a suppression list. A prospect is a member of both the recipient list and the suppression list.

In which scenario would a prospect be able to receive the emails in the program?

- A. The prospect is removed from both the suppression list and the recipient list.
- B. The prospect is removed from the recipient list
- C. The prospect is marked as opted out.
- **D. The prospect is removed from the suppression list**

Answer: D

Explanation:

The scenario in which a prospect would be able to receive the emails in the program is when the prospect is removed from the suppression list. A suppression list is a list that prevents prospects from receiving emails from an engagement studio program, even if they are in the recipient list. A recipient list is a list that defines the prospects who are eligible to receive emails from the program. If a prospect is in both the recipient list and the suppression list, they will not receive any emails from the program. Removing the prospect from the suppression list will allow them to receive the emails, as long as they are still in the recipient list and not opted out. Removing the prospect from the recipient list, marking the prospect as opted out, or removing the prospect from both the suppression list and the recipient list will not allow them to receive the emails from the program. Reference [Engagement Studio Suppression Lists]

NEW QUESTION # 31

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