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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q174-Q179):

NEW QUESTION # 174
Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead's Marketing Cloud Account Engagement

information (score/grade) transferred over. How do you address this issue?

- A. The administrator needs to create lookup fields on the contact to see this from the lead.
- B. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.
- C. Marketing Cloud Account Engagement only shows this information on the lead record.
- D. Once converted, this information shows on the account record and not the contact.

Answer: B

Explanation:
According to the Salesforce documentation, the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce can be addressed by making sure that the administrator has mapped the lead fields to the contact fields in Salesforce. A field mapping is a feature that allows users to sync the data between Marketing Cloud Account Engagement and Salesforce fields, such as name, email, score, or grade. A field mapping can be configured by the administrator in the connector settings, and it can be customized for different objects, such as leads, contacts, or accounts. When a lead is converted to a contact in Salesforce, the Marketing Cloud Account Engagement information (score/grade) should transfer over to the contact record, as long as the lead fields and the contact fields are mapped correctly in the connector settings. If the fields are not mapped correctly, the Marketing Cloud Account Engagement information (score/grade) will not transfer over, and the contact record will not reflect the Marketing Cloud Account Engagement data. Therefore, the administrator needs to make sure that the lead fields and the contact fields are mapped correctly in the connector settings, and that the sync between Marketing Cloud Account Engagement and Salesforce is working properly. Marketing Cloud Account Engagement only showing this information on the lead record, this information showing on the account record and not the contact, or the administrator needing to create lookup fields on the contact to see this from the lead are not the correct ways to address the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce, as they are either inaccurate, irrelevant, or unnecessary options for the field mapping or the data sync. Reference: Salesforce documentation

NEW QUESTION # 175
LenoxSoft needs their form to post directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission.
Which Marketing Cloud Account Engagement tool should they use?

- A. Marketing Cloud Account Engagement Form
- B. Form Handler
- C. Dynamic Content
- D. Custom Redirect

Answer: B

Explanation:
To post a form directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission, LenoxSoft should use the form handler tool in Marketing Cloud Account Engagement. This tool allows them to use their own forms while still sending the data to Marketing Cloud Account Engagement. They can specify the third-party platform's URL as the post URL in the form handler settings and map the form fields to Marketing Cloud Account Engagement fields. Reference: [Marketing Cloud Account Engagement Form Handler]

NEW QUESTION # 176
You want your Sales team to be able to send one-to-one emails in Marketing Cloud Account Engagement and no list emails. How can you do this?

- A. Set them up as a Marketing user and then control how many emails can be sent.
- B. Set them up as a one-to-one email user only
- C. You can't send one-to-one emails out of Marketing Cloud Account Engagement.
- D. Set them up as a Sales user in Marketing Cloud Account Engagement

Answer: D

Explanation:
Sales users are Marketing Cloud Account Engagement users who have access to the prospect database and can send one-to-one

emails to prospects, but not list emails. Sales users can also view and edit prospect records, create tasks and activities, and sync prospects with Salesforce. You can set up sales users in Marketing Cloud Account Engagement by assigning them the Sales role and enabling the one-to-one email option in their user settings. Reference: [User Roles], [Create and Edit Users]

NEW QUESTION # 177
An administrator wants to create a dynamic list of all prospects who have accessed a certain file have a specific value, but there are more prospects than anticipated in the preview.
What could be happening?

- A. This is not possible with dynamic lists.
- B. Match type is set to "Match All."
- C. Field value is not mapped.
- D. Match Type is set to "Match Any."

Answer: A

Explanation:
It is not possible to create a dynamic list of all prospects who have accessed a certain file in Marketing Cloud Account Engagement. Dynamic lists are based on criteria that match prospect fields, not prospect activities. Therefore, you cannot use a dynamic list to segment prospects based on whether they have downloaded a file, watched a video, or visited a page. Option A is not correct because field value mapping has nothing to do with dynamic lists or file access. Option C is not correct because match type is irrelevant for this question, as there is no valid criterion for file access. Option D is not correct for the same reason as option C. Reference: Marketing Cloud Account Engagement Dynamic Lists for Faster Segmentation (+ 10 Examples), Create a Dynamic List - Salesforce

NEW QUESTION # 178
How should a user understand how many prospects are currently waiting on a step in an engagement program?

- A. Look at the tooltip above that step.
- B. Pause the program and edit the step.
- C. Download the report of the program.
- D. Click on the step to view its report card.

Answer: A

Explanation:
The best way to understand how many prospects are currently waiting on a step in an engagement program is to look at the tooltip above that step. The tooltip will show you the number of prospects that are currently on that step, as well as the number of prospects that have completed that step. You can also see the percentage of prospects that have taken a specific action or followed a specific path from that step. The tooltip is a quick and easy way to get an overview of the performance of each step in your program

NEW QUESTION # 179
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