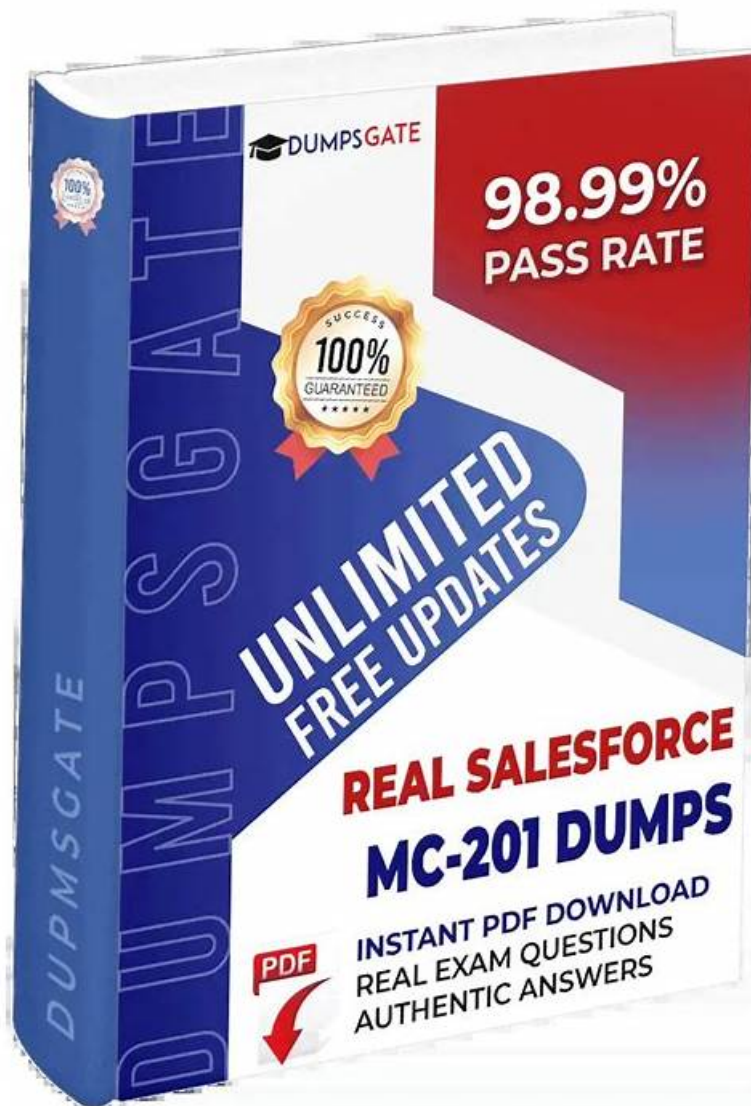


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## Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q205-Q210):

### NEW QUESTION # 205

Which three variable tags can be used on layout templates for landing pages?  
(Choose three answers.)

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

**Answer: B,D,E**

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 # 206

How can you ensure your email doesn't get stuck in spam?

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

**Answer: D**

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 # 207

How can you send an automated email to a prospect after they fill out a form?

- A. Using a Segmentation Rule
- B. Using a Completion Action
- C. Using an Automation Rule
- D. None of the above

**Answer: B,C**

Explanation:

You can send an automated email to a prospect after they fill out a form using either an automation rule or a completion action. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use an automation rule to send an email to prospects who fill out a specific form or any form. A completion action is a task that is performed after a prospect successfully completes a marketing element. You can use a completion action to send an email to prospects who fill out a particular form. You cannot use a segmentation rule to send an email, since segmentation rules are used to segment prospects into lists or update their field values. Reference: [Automation Rules], Completion Actions, [Segmentation Rules]

#### **NEW QUESTION # 208**

LenoxSoft has a yearly conference and is using a Pardot form on a computer tablet.

What can a Pardot administrator enable the form in order to reset the form after each new submission?

- A. A URL redirect
- B. Bot protection via a honeypot
- **C. Kiosk/Data Entry Mg**
- D. Completion actions

**Answer: C**

Explanation:

For a Pardot form used on a computer tablet in a setting like a conference, the Kiosk/Data Entry Mode is an ideal feature to enable. This mode is specifically designed for public or shared use scenarios, where multiple individuals will be filling out the form in succession. When this mode is enabled, the form automatically resets after each submission, clearing all previously entered data and preparing the form for the next user. This ensures that each participant sees a fresh form, preventing the accidental sharing of personal information between users and facilitating a smooth data entry process in high-traffic environments.

#### **NEW QUESTION # 209**

A user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program.

Which prospects will process through the new step once the program is started again?

- A. All prospects on the recipient list
- B. All prospects in the program
- C. All prospects on the suppression list
- **D. All prospects new to the program**

**Answer: D**

Explanation:

The prospects that will process through the new step once the program is started again are all prospects new to the program. When a user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program, the new step will apply only to the prospects who enter the program after the program is resumed. The prospects who are already in the program will not go back to the new step, but will continue from their current position in the program. This is because a non-repeating engagement studio program allows prospects to go through the program only once and does not allow them to repeat any steps or actions. Therefore, the new step will not affect the prospects who have already processed through the program. Option A is not correct because not all prospects on the recipient list will process through the new step once the program is started again. The recipient list is the list of prospects who are eligible to enter the program. However, some of the prospects on the recipient list might have already entered and completed the program before the new step was added. Those prospects will not process through the new step, as they have already exited the program. Option B is not correct because not all prospects in the program will process through the new step once the program is started again. The prospects in the program are the prospects who have entered the program and are either active or paused in the program. However, some of the prospects in the program might have already passed the position where the new step was added. Those prospects will not process through the new step, as they have already moved forward in the program. Option D is not correct because none of the prospects on the suppression list will process through the new step once the program is started again. The suppression list is the list of prospects who are excluded from entering the program. The suppression list can be used to prevent prospects who are already customers, competitors, or partners from receiving marketing emails. The prospects on the suppression list will never enter or process through the program, regardless of the new step.

## NEW QUESTION # 210

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