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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q139-Q144):

NEW QUESTION # 139

Arrange these events in sequence:

- A . The visitor is now a prospect.
- B . A visitor submits a conversion form
- C . A cookie is applied
- D . The prospect's activity history is available to view in Marketing Cloud Account Engagement
- E . Visitors access your company website

- A . E C B A D
- B . C B A D E

- C. E B A D C
- D. A D E C B

Answer: A

Explanation:

The correct sequence of events is E C B A D. Visitors access your company website (E), a cookie is applied, a visitor submits a conversion form (B), the visitor is now a prospect (A), and the prospect's activity history is available to view in Marketing Cloud Account Engagement (D)⁴. This is how Marketing Cloud Account Engagement tracks and captures visitor and prospect data and behavior

NEW QUESTION # 140

In Salesforce, Contacts are deleted if an Opportunity hasn't been closed in 180 days. As a result, the corresponding prospects are marked as `[[crm_deleted]]` in Marketing Cloud Account Engagement. If the Request a Demo form is completed after that 180 day period, the prospect should be recreated as a Lead.

What automation tool should be used to solve this need?

- **A. Automation rule**
- B. Dynamic list
- C. Segmentation rule
- D. Engagement studio

Answer: A

NEW QUESTION # 141

What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

- A. The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.
- **B. The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement.**
- C. The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.
- D. The Opportunity must have the "Marketing Cloud Account Engagement" record type.

Answer: B

Explanation:

For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. A Contact Role is a way of associating a Contact with an Opportunity, and specifying their role and level of influence in the sales process. Marketing Cloud Account Engagement uses the Contact Role to link the Opportunity to the corresponding prospect, and track their engagement and influence on the Opportunity⁴.
Reference: ⁴: Opportunity Contact Roles

NEW QUESTION # 142

A sales manager wants to understand which of their accounts are top-tier candidates based on prior opportunity creation data and engagement metrics. They want to surface these insights on their account records.

What feature can help them see this?

- A. Einstein Behavior Score
- B. Pardot grade
- C. Pardot score
- **D. Einstein Key Accounts Identification**

Answer: D

Explanation:

Salesforce's Einstein Key Accounts Identification feature is designed to help sales managers and teams identify and focus on their most important accounts based on a variety of metrics, including historical data and engagement levels.

Einstein Key Accounts Identification: This feature uses advanced machine learning algorithms to analyze past opportunity creation data and various engagement metrics to pinpoint which accounts are likely to be the most valuable or have the highest potential. This

can help sales managers prioritize their efforts and resources more effectively. The insights generated by this tool are integrated directly into the Salesforce account records, providing easily accessible and actionable data for sales teams. This contrasts with options like the Einstein Behavior Score, Pardot grade, and Pardot score, which, while useful for assessing individual lead or contact engagement and readiness, do not provide the holistic account-level insight that Einstein Key Accounts Identification does.

NEW QUESTION # 143

You can set up Marketing Cloud Account Engagement to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account.

- A. False
- **B. True**

Answer: B

Explanation:

You can set up Marketing Cloud Account Engagement to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account. This is a feature of Marketing Cloud Account Engagement's Search Marketing, which allows you to track and optimize your website's SEO performance and compare it with your competitors. You can enable the weekly search marketing email in your user preferences, and choose which metrics and competitors you want to include in the report.⁵⁶ Reference: 5: Marketing Cloud Account Engagement Competitor Monitoring: Spy on Competitor SEO Health⁶: Understanding Marketing Cloud Account Engagement Notifications for User Email Preferences

NEW QUESTION # 144

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