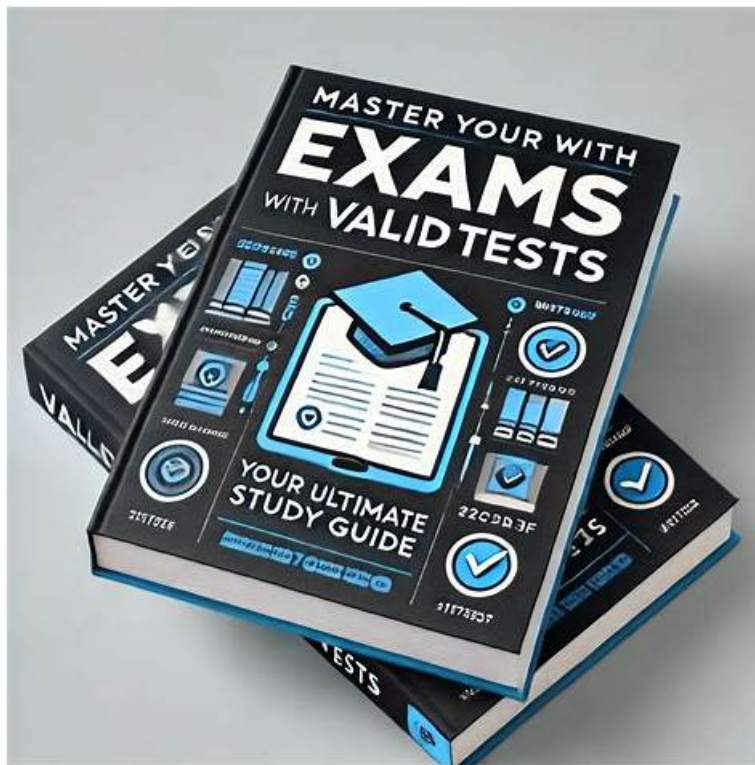


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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q223-Q228):

NEW QUESTION # 223

Which two actions occur when an automation rule is deleted?

Choose 2 answers

- A. Actions that have applied to prospects are undone.
- **B. Prospects will no longer be able to match the rule.**
- **C. The rule will be sent to the recycle bin in paused mode.**
- D. Any prospects who matched the rule will be deleted.

Answer: B,C

Explanation:

When an automation rule is deleted, it means that the rule is no longer active and will not run on any prospects. Therefore, prospects will no longer be able to match the rule (A). The rule will also be sent to the recycle bin in paused mode, where it can be restored or permanently deleted (B). However, deleting an automation rule does not undo the actions that have already been applied to the prospects who matched the rule before. Nor does it delete any prospects who matched the rule (D). Reference: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION # 224

Which is NOT a way to assign a custom role to a user?

- A. Add a batch of existing users to a Custom Role using table actions
- **B. Add a user to a Custom Role directly from their User Record.**
- C. Assign new users to a previously created Custom Roles during the import process.
- D. Edit an existing Default Role, and it will automatically convert to a Custom Role.

Answer: B

Explanation:

According to the Salesforce documentation, the option that is not a way to assign a custom role to a user is: D) Add a user to a Custom Role directly from their User Record. A custom role is a feature that allows users to create and assign custom permissions and access levels to other users in Marketing Cloud Account Engagement. A custom role can be created and managed by the administrator in the Admin tab in Marketing Cloud Account Engagement, and it can be assigned to new or existing users. A custom role can be assigned to a user by using different methods, such as:

Edit an existing Default Role, and it will automatically convert to a Custom Role: A default role is a predefined role that comes with Marketing Cloud Account Engagement, and that has a fixed set of permissions and access levels. A default role can be edited by the administrator in the Admin tab in Marketing Cloud Account Engagement, and it will automatically convert to a custom role when the changes are saved. The administrator can then assign the custom role to a user or a group of users.

Assign new users to a previously created Custom Roles during the import process: A new user is a user that is not yet added to Marketing Cloud Account Engagement, and that needs to be created and assigned a role. A new user can be imported by the administrator in the Admin tab in Marketing Cloud Account Engagement, and they can be assigned to a previously created custom role during the import process. The administrator can use a CSV file to import multiple new users at once, and to assign them to different custom roles.

Add a batch of existing users to a Custom Role using table actions: An existing user is a user that is already added to Marketing Cloud Account Engagement, and that has a role assigned to them. An existing user can be added to a custom role by the administrator in the Admin tab in Marketing Cloud Account Engagement, and they can use the table actions to add a batch of existing users to a custom role at once. The administrator can select multiple existing users from the User List, and then click on the Change Role option in the table actions. The administrator can then choose the custom role that they want to assign to the selected users.

The option that is not a way to assign a custom role to a user is: Add a user to a Custom Role directly from their User Record. A user record is a feature that shows the detailed information and settings of a user in Marketing Cloud Account Engagement. A user record can be accessed from the Admin tab in Marketing Cloud Account Engagement, and it can show different sections of information for the user, such as details, permissions, or activity. The user record can also show the role that is assigned to the user, but it cannot be used to add a user to a custom role directly. The user record can only be used to edit the user's information, such as name, email, password, or timezone, but not the user's role. To add a user to a custom role, the administrator needs to use one of the methods mentioned above, such as editing an existing default role, assigning new users during the import process, or adding a batch of existing users using table actions. Reference: Salesforce documentation

NEW QUESTION # 225

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

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

Answer: B,D,E

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 # 226

A user creates a copy of Email Template A, makes changes and saves as Email Template B. They send a list email using Email Template B. The user finds that Email Template A's reporting metrics are not changing as a result of the new list email send. Why would this occur?

- A. Email Template A should have been deleted after creating the copy.
- **B. The metrics would be attributed to Email Template B.**
- C. The user should have made Email Template A the primary template.
- D. An email template's metrics do not change after the template is used one time.

Answer: B

Explanation:

The reason why the reporting metrics of Email Template A are not changing as a result of the new list email send is that the metrics would be attributed to Email Template B. When a user creates a copy of an email template, makes changes and saves it as a new email template, the new email template becomes a separate entity from the original email template. The new email template has its own name, ID, and reporting metrics. The reporting metrics of an email template include the number of sends, total opens, unique opens, total clicks, unique clicks, opt-outs, and spam complaints. These metrics are calculated based on the emails that use the email template. Therefore, when the user sends a list email using Email Template B, the reporting metrics of Email Template B are updated, but the reporting metrics of Email Template A are not affected. Option A is not correct because an email template's metrics do change after the template is used one time. An email template's metrics are updated every time an email that uses the template is sent, opened, clicked, opted out, or marked as spam. Option B is not correct because Email Template A should not have been deleted after creating the copy. Deleting an email template does not affect the reporting metrics of the template or the emails that use the template. Deleting an email template only prevents the template from being used for new emails. Option D is not correct because the user should not have made Email Template A the primary template. There is no concept of a primary template in Marketing Cloud Account Engagement. Each email template is independent and can be used for different types of emails. Making Email Template A the primary template would not change the reporting metrics of the template or the emails that use the template.

NEW QUESTION # 227

What should be enabled on a Marketing Cloud Account Engagement form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- A. reCAPTCHA
- B. Progressive Profiling
- **C. Kiosk/Data Entry Mode**
- D. "Not you"? Link

Answer: C

Explanation:

To sign many people up on the same computer at a trade show booth, an Administrator should enable the Kiosk/Data Entry Mode on a Marketing Cloud Account Engagement form. This mode allows multiple form submissions from the same browser without using cookies. It also clears the form fields after each submission and reloads the thank you content. Reference: Marketing Cloud Account Engagement Kiosk/Data Entry Mode

NEW QUESTION # 228

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