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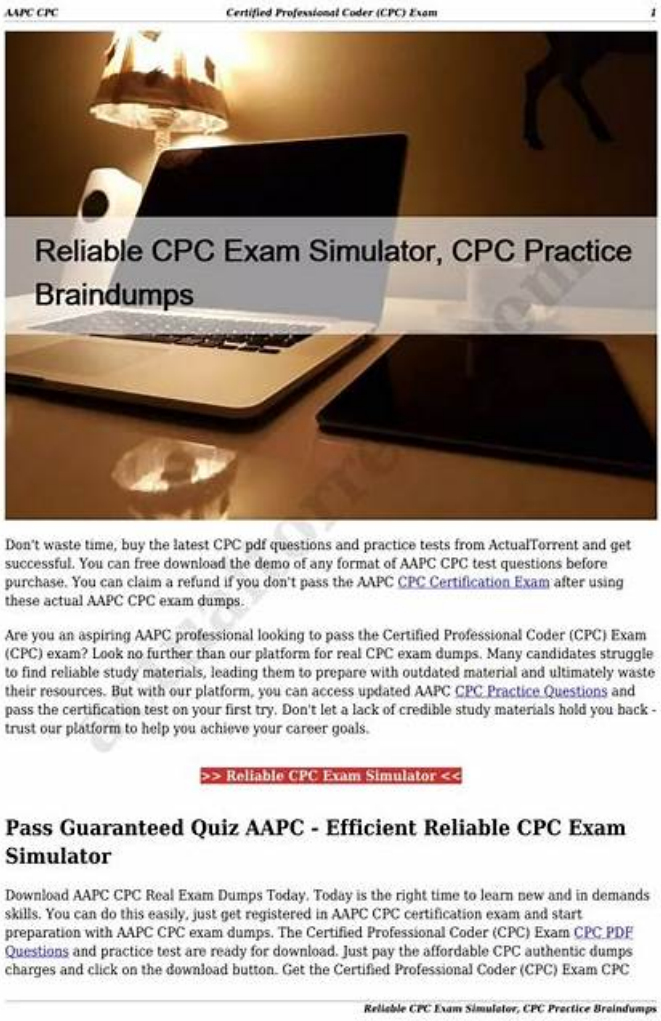

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample

Questions (Q299-Q304):

NEW QUESTION # 299
A Marketing Cloud Account Engagement administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field.
Which form field option should be enabled?

- A. Maintain the initial value upon subsequent form submissions
- B. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- C. Always display even if previously completed
- D. Include "Not you?" link to allow visitors to reset the form

Answer: A

Explanation:
In Pardot (Salesforce Marketing Cloud Account Engagement), when setting up form fields, there is an option specifically designed to maintain the initial value of a field that a prospect enters, even if they submit different values in the same field on subsequent forms. This is critical for maintaining consistent data when the first submitted value is of primary importance, such as capturing the original source of a lead. This setting ensures that the field value doesn't update with each new submission, thus preserving the original data.

NEW QUESTION # 300
What are the benefits of warming up an IP address?

- A. IPs don't work well when cold
- B. Avoid IP Blacklisting
- C. Build up email reputation
- D. Increase Deliverability

Answer: C,D

Explanation:
Warming up an IP address is the process of gradually increasing the volume of emails sent from a new or cold IP address to establish a good reputation with the Internet Service Providers (ISPs) and avoid being blocked or filtered as spam. Warming up an IP address has two main benefits: increasing deliverability and building up email reputation. Increasing deliverability means that your emails have a higher chance of reaching the inbox of your recipients, rather than being rejected, bounced, or sent to the spam folder. Building up email reputation means that your IP address is recognized as a legitimate and trustworthy sender by the ISPs, and that your emails are compliant with the best practices and standards of email marketing

NEW QUESTION # 301
The drip program "New Client Onboarding" is set to "Only send emails during business hours (10am - 4pm M-F)." The drip logic is outlined below:Start Step 1: Send email "Welcome."Step 2: Pause 3 days.Step 3: Send email "Getting Started."Step 4: Pause 7 days.Step 5: Send email "Tech Setup."Step 6: Pause 7 days.Step 7: Send email "Complete Configuration." EndIf a prospect starts the drip program on Wednesday, when will the email in Step 3: Send email "Getting Started" be received by the prospect?

- A. The prospect will receive the email Tuesday.
- B. The prospect will receive the email Friday.
- C. The prospect will receive the email Monday.
- D. The prospect will receive the email Saturday.

Answer: C

Explanation:
The email in Step 3: Send email "Getting Started" will be received by the prospect on Monday, if the prospect starts the drip program on Wednesday. A drip program is a program that allows you to send a series of emails to your prospects based on a predefined schedule and logic. You can use drip programs to nurture your prospects, educate them about your products or services, or encourage them to take action. You can also use drip programs to send emails only during business hours, which are the hours that you specify for sending emails to your prospects, such as 10am - 4pm M-F. To calculate when the email in Step 3 will be received by the prospect, you need to follow the drip logic and the business hours settings. The drip logic is outlined below:
Start

Step 1: Send email "Welcome."
Step 2: Pause 3 days.
Step 3: Send email "Getting Started."
Step 4: Pause 7 days.
Step 5: Send email "Tech Setup."
Step 6: Pause 7 days.
Step 7: Send email "Complete Configuration."
End
The business hours settings are:
Only send emails during business hours (10am - 4pm M-F)
Assuming that the prospect starts the drip program on Wednesday at 10am, the email in Step 3 will be received by the prospect on Monday at 10am, following this logic:
Wednesday 10am: The prospect starts the drip program and receives the email in Step 1.
Thursday 10am: The prospect is still in Step 2, which pauses for 3 days.
Friday 10am: The prospect is still in Step 2, which pauses for 3 days.
Saturday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.
Sunday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.
Monday 10am: The prospect completes Step 2, which pauses for 3 days, and moves to Step 3, which sends the email "Getting Started." Therefore, the email in Step 3 will be received by the prospect on Monday at 10am.

NEW QUESTION # 302
A user wants to increase a prospect's score an additional five points every time a specific form is completed. The score increase should occur upon form submission.
What automation tool should be used to accomplish this?

- A. Custom redirect
- B. Completion action
- C. Engagement studio
- D. Segmentation rule

Answer: B

Explanation:
The automation tool that should be used to increase a prospect's score an additional five points every time a specific form is completed is completion action. A completion action is an automated task that is triggered by a certain element in Marketing Cloud Account Engagement, such as a form, a form handler, a custom redirect, a page action, or a file download17. A completion action can perform various actions, such as adjusting score, adding to list, assigning to user, sending autoresponder email, and so on18. A completion action can be added to a form in the fourth step of the form builder tool, and it can be customized to execute only on prospects who meet specific criteria19. A completion action is not retroactive and will only apply to prospects who complete the chosen action moving forward

NEW QUESTION # 303
If five prospects have completed a repeating engagement studio program twice, what number would display on the reporting tab tooltip for the initial program step "Create Salesforce Task"?

- A. 0
- B. 1
- C. 2
- D. 3

Answer: D

Explanation:
If five prospects have completed a repeating engagement studio program twice, the number that would display on the reporting tab tooltip for the initial program step "Create Salesforce Task" is 10 (B). This is because the reporting tab shows the total number of times the step was executed, not the number of unique prospects who completed it. Since each prospect completed the program twice, the step was executed 10 times in total. The other options (A, C, D) are incorrect, as they do not reflect the total number of

times the step was executed. Reference: Repeating Engagement Studio Flows Introduction

NEW QUESTION # 304
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