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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q143-Q148):

NEW QUESTION # 143

There are absolutely no restrictions on how you assign custom users abilities.

- A. False
- B. True

Answer: A

Explanation:

According to the Salesforce documentation, the answer is false. There are some restrictions on how you assign custom users abilities. A custom user is a user who has a custom role assigned to them in Marketing Cloud Account Engagement. 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 editing an existing default role, assigning new users during the import process, or adding a batch of existing users using table actions. However, there are some restrictions on how you assign custom users abilities, such as:

You cannot assign a custom user the ability to create or edit other users, roles, or connectors. This ability is reserved for the administrator only, and it cannot be delegated to a custom user.

You cannot assign a custom user the ability to access or edit the data or settings of another user, unless the custom user is the manager of that user. A manager is a user who is responsible for overseeing and managing other users, and who can view and edit their data or settings. A manager can be assigned to a user in the user record, and they can have a custom role or a default role.

You cannot assign a custom user the ability to access or edit the data or settings of a prospect, unless the custom user is the owner or the assigned user of that prospect. An owner is a user who created the prospect in Marketing Cloud Account Engagement, and who can view and edit their data or settings. An assigned user is a user who is assigned to the prospect in Marketing Cloud Account Engagement, and who can view and edit their data or settings. An owner or an assigned user can be assigned to a prospect in the prospect record, and they can have a custom role or a default role.

NEW QUESTION # 144

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers.

The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process?

Choose one answer

- A. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.
- B. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- C. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
- D. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.

Answer: D

Explanation:

The sequence of steps that the Marketing Cloud Account Engagement Administrator should take to automate this process is to enable Visitor Filters for a specific IP range and enable Send daily visitor activity emails. Visitor Filters allow you to filter out the internal traffic from your website analytics, such as your own employees or vendors. By filtering out a specific IP range, you can ensure that only external visitors are tracked by Marketing Cloud Account Engagement. Send daily visitor activity emails allow you to receive a daily email with a list of all the visitors who have visited your website in the past 24 hours, along with their company name, location, and pages viewed. By enabling this feature, you can share the list of external visitors with the regional sales managers automatically.

NEW QUESTION # 145

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

Answer: A

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 # 146

You want to track prospects that click on a banner ad. What do you use?

- **A. Customer redirect**
- B. Page actions
- C. Lead scoring and grading
- D. Completion actions

Answer: A

Explanation:

Custom redirects are special URLs that track link clicks and conversions for any online marketing content, such as banner ads, social media posts, or third-party websites. You can use custom redirects to measure the effectiveness of your online advertising campaigns and track the behavior of prospects who click on your links. Reference: Custom Redirects, Create Custom Redirects

NEW QUESTION # 147

A Marketing Cloud Account Engagement administrator would like to enable bot protection on their forms.

Which two Marketing Cloud Account Engagement form actions would accomplish this?

Choose 2 answers

- A. Enable HTTPS
- **B. reCaptcha**
- C. Dependent Fields
- **D. Honeypot Technique**

Answer: B,D

Explanation:

According to the Salesforce documentation, the two Marketing Cloud Account Engagement form actions that would accomplish enabling bot protection on their forms are honeypot technique and reCaptcha. Bot protection is a feature that helps prevent

automated bots from submitting forms and creating fake prospects. Honeypot technique is a method that uses a hidden field in the form that is not visible to human users, but can be detected by bots. If the hidden field is filled out, the form submission is rejected as a bot submission. reCaptcha is a service that uses a challenge-response test to verify that the form submitter is a human and not a bot. The user can enable either or both of these options in the form settings to add bot protection to their forms. Enabling HTTPS, or Hypertext Transfer Protocol Secure, is a method that encrypts the communication between the user's browser and the web server, but it does not prevent bots from submitting forms. Dependent fields are fields that are displayed or hidden based on the value of another field, but they do not prevent bots from submitting forms either. Reference: Salesforce documentation

NEW QUESTION # 148

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