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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q121-Q126):

NEW QUESTION # 121

What list email or email template report deliverability metric could indicate an unverified sending domain?

- **A. Hard bounces**
- B. Skimmed percentage
- C. Total queued
- D. Forward count

Answer: A

Explanation:

The list email or email template report deliverability metric that could indicate an unverified sending domain is hard bounces. Hard bounces are permanent delivery failures, such as invalid email addresses or blocked domains. Hard bounces can negatively affect the sender reputation and the email deliverability. One of the possible causes of hard bounces is an unverified sending domain, which means that the email domain used to send emails from Marketing Cloud Account Engagement is not authenticated and verified by Marketing Cloud Account Engagement. An unverified sending domain can result in the email servers rejecting the emails as spam or phishing attempts. To avoid hard bounces and improve email deliverability, the marketer should verify the sending domain in Marketing Cloud Account Engagement by following the steps in the reference link. Forward count, skimmed percentage, and total queued are not deliverability metrics that could indicate an unverified sending domain. Forward count measures how many recipients forwarded the email to another person. Skimmed percentage measures how many recipients opened the email for less than two seconds. Total queued measures how many emails were waiting to be sent from Marketing Cloud Account Engagement. These metrics are not related to the email domain verification or the email delivery failures. Reference Verify Your Sending Domain

NEW QUESTION # 122

Which Salesforce custom fields will sync with Marketing Cloud Account Engagement?

- **A. Custom Prospect fields**
- **B. Custom Opportunity fields**
- **C. Custom Account fields**
- D. Custom Record Type fields

Answer: A,B,C

Explanation:

Marketing Cloud Account Engagement can sync with Salesforce custom fields that are on the Lead, Contact, or Account objects. Custom Prospect fields in Marketing Cloud Account Engagement can be mapped to custom Lead or Contact fields in Salesforce. Custom Account fields in Marketing Cloud Account Engagement can be mapped to custom Account fields in Salesforce. Custom Opportunity fields in Marketing Cloud Account Engagement can be mapped to custom Opportunity fields in Salesforce. Custom Record Type fields are not supported by Marketing Cloud Account Engagement and cannot be synced

NEW QUESTION # 123

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

Answer: A

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 # 124

LenoxSoft has a Marketing Cloud Account Engagement form titled "Request a Demo" on their external website. Which Marketing Cloud Account Engagement report should they use to see how many views their form has received?

- A. Form Handler Report
- B. Landing Page report
- **C. Form Report**
- D. Conversions Report

Answer: C

Explanation:

If LenoxSoft has a Marketing Cloud Account Engagement form titled "Request a Demo" on their external website, they should use the Form Report to see how many views their form has received (D). The Form Report shows the number of views, submissions, and conversions for each form created in Marketing Cloud Account Engagement. The Conversions Report (A) shows the number of prospects who converted from anonymous visitors to identified prospects. The Landing Page Report (B) shows the number of views, submissions, and conversions for each landing page created in Marketing Cloud Account Engagement. The Form Handler Report shows the number of submissions and conversions for each form handler created in Marketing Cloud Account Engagement. Reference: Account Engagement Campaign Reporting

NEW QUESTION # 125

What causes a sync from Salesforce to Marketing Cloud Account Engagement?

- A. Updating a field on a Contact record that does not have an email address
- B. Updating a formula field in Salesforce
- C. Opening a one to one email
- **D. Making field changes to a Lead or Contact record**

Answer: D

Explanation:

The main cause of a sync from Salesforce to Account Engagement is making field changes to a Lead or Contact record (D). This will trigger a sync of the updated fields to the corresponding prospect record in Account Engagement. Updating a formula field in Salesforce (A) will not cause a sync, as formula fields are not supported by Account Engagement. Updating a field on a Contact record that does not have an email address (B) will not cause a sync, as email address is a required field for syncing. Opening a one to one email will not cause a sync, as it is not a field change event. Reference: What Causes a Prospect to Sync from Salesforce to Account Engagement?

NEW QUESTION # 126

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