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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q154-Q159):

NEW QUESTION # 154

What is a behavior of conditional completion actions?

- A. Conditional actions only execute the first time the prospect who matches the criteria takes the action.
- B. Only one conditional group can be added per asset.

- C. Both standard and conditional completion actions can be used on the same asset.
- D. Standard completion actions will only apply to prospects who do not meet the criteria of a conditional group.

Answer: C

Explanation:

Conditional completion actions in Pardot allow for a more targeted approach in executing actions based on specific criteria met by prospects. A key behavior of these actions is that both standard (apply to all prospects) and conditional (apply only if certain conditions are met) completion actions can coexist on the same marketing asset. This dual functionality enhances the asset's ability to engage with different segments of the audience differently, based on their interactions or demographic information, thus allowing for more personalized and effective marketing tactics.

NEW QUESTION # 155

How many times can one automation rule match an individual prospect?

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

Answer: A

Explanation:

One automation rule can match an individual prospect only once. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as adding them to a list, assigning them to a user, or changing their field values. However, an automation rule can only match a prospect once in its lifetime, even if the prospect meets the criteria again later. This prevents duplicate or conflicting actions from being applied to the same prospect

NEW QUESTION # 156

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales reps. Some of these prospects are syncing with Leads In Salesforce, and some are syncing with Contacts. Each prospect should receive the email from their prospects assigned rep.

How should the Marketing Manager accomplish this?

- A. Select Assigned User for the Sender of the email
- B. Select General User for the Sender of the email
- C. Select Specified User for the Sender of the email
- D. Select Account Owner for the Sender of the email

Answer: A

Explanation:

According to the [Salesforce documentation], the best way to accomplish the scenario of sending out an email to a list of prospects that are assigned to several different sales reps, and having each prospect receive the email from their assigned rep, is to select Assigned User for the Sender of the email. This option will use the email address and name of the user who is assigned to the prospect in Salesforce or Marketing Cloud Account Engagement as the sender of the email. This way, the email will appear more personalized and relevant to the prospect, and will increase the chances of engagement and response. Selecting General User, Account Owner, or Specified User will not achieve the same result, as they will use a generic, fixed, or predefined sender for the email, regardless of the prospect's assigned user. Reference: [Salesforce documentation]

NEW QUESTION # 157

What is one way a sales rep can convert a visitor to a prospect?

- A. The sales rep walks the visitor through a demo.
- B. The sales rep increases the visitor's score to 100.
- C. The sales rep manually associates the visitor with a prospect.
- D. The sales rep gives the visitor a phone call.

Answer: C

Explanation:

One way a sales rep can convert a visitor to a prospect is by manually associating the visitor with a prospect. A visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A sales rep can use the [Visitor Activity page] in Marketing Cloud Account Engagement to see the visitors who have interacted with your website, and manually associate them with a prospect if they have an email address. This will convert the visitor to a prospect and allow the sales rep to follow up with them. The other options are not ways to convert a visitor to a prospect. Giving the visitor a phone call, increasing the visitor's score, or walking the visitor through a demo are ways to engage with a prospect, but they do not identify the visitor's email address or associate them with a prospect.

NEW QUESTION # 158

Identify three webinar connectors for Marketing Cloud Account Engagement

- **A. ReadyTalk, GoTo Webinar, WebEx**
- B. Zoho, WebEx, ReadyTalk
- C. WebEx, JoinMe, GoTo Webinar
- D. Adobe Connect, Lync, BlueJeans

Answer: A

Explanation:

Marketing Cloud Account Engagement has native webinar connectors for ReadyTalk, GoToWebinar, and WebEx. These connectors allow you to sync webinar data with Marketing Cloud Account Engagement and use it for segmentation, automation, and reporting. You can also create webinar campaigns in Marketing Cloud Account Engagement and track the registration and attendance of prospects

NEW QUESTION # 159

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