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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample

Questions (Q114-Q119):

NEW QUESTION # 114

On Tuesday, a marketing user scheduled a list email to be sent this Friday, but their manager wants the email to go out tomorrow instead. What is the recommended way to change the scheduled send date for the email.

- A. Edit the engagement studio program, select Wednesday for the new date, and save
- B. Delete the scheduled email and create a new email that is scheduled for Wednesday.
- C. Edit the scheduled email, select Wednesday for the new date, and save it
- D. Delete the engagement studio program and create a new program that is scheduled for Wednesday.

Answer: C

Explanation:

According to the Salesforce documentation, the recommended way to change the scheduled send date for the email is to edit the scheduled email, select Wednesday for the new date, and save it. A scheduled email is an email that is set to be sent at a future date and time. A scheduled email can be edited or canceled before the scheduled send time. To edit a scheduled email, the user can go to the Scheduled tab in Email Studio, select the email, and click Edit. The user can then change the send date and time, as well as other settings, and save the changes. Editing the engagement studio program, deleting the engagement studio program, or deleting the scheduled email are not the recommended ways to change the scheduled send date for the email, as they are either unnecessary, ineffective, or irreversible actions. Reference: Salesforce documentation

NEW QUESTION # 115

An administrator includes a link to a file on a web page that the company does NOT own on the company website. What is the best way to be able to track the number of visitors who access this file?

- A. Marketing Cloud Account Engagement tracking code
- B. Custom redirects
- C. Marketing Cloud Account Engagement form
- D. Page actions

Answer: B

Explanation:

The best way to be able to track the number of visitors who access a file on a web page that the company does not own is to use a custom redirect. A custom redirect is a Marketing Cloud Account Engagement feature that allows you to track any link on your website or a third-party website and measure the clicks and conversions. You can create a custom redirect for the link to the file and use the custom redirect URL instead of the original link on your web page. This way, you can track how many visitors click on the link and access the file, and also see which prospects are interested in the file. A Marketing Cloud Account Engagement form, a Marketing Cloud Account Engagement tracking code, or a page action are not suitable for this purpose, as they are used for different scenarios. A Marketing Cloud Account Engagement form is used to collect visitor information and convert them to prospects. A Marketing Cloud Account Engagement tracking code is used to track the page views and activities of visitors and prospects on your own website. A page action is used to perform certain actions when a prospect views a specific page on your website. Reference: Custom Redirects

NEW QUESTION # 116

Identify the paid search ad platforms for which Marketing Cloud Account Engagement has a native integration.

- A. Google AdWords
- B. Bing
- C. Yahoo
- D. All of the Above

Answer: A

Explanation:

Marketing Cloud Account Engagement has a native integration with Google AdWords that allows you to track and measure the effectiveness of your paid search campaigns. You can link your AdWords account to Marketing Cloud Account Engagement and import cost data, conversions, and revenue information. You can also use Marketing Cloud Account Engagement to create landing

pages and forms for your AdWords campaigns and track the prospects who click on your ads. Marketing Cloud Account Engagement does not have a native integration with Bing, Yahoo, or any other paid search ad platforms

NEW QUESTION # 117

Which two Salesforce features allow a view of a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact?

Choose 2 answers

- A. Salesforce Activities section
- B. Engagement History component
- C. Marketing Cloud Account Engagement landing pages related list section
- D. Marketing Cloud Account Engagement Activities Visualforce page

Answer: A,D

Explanation:

To view a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact in Salesforce, an Administrator can use the following features:

The Marketing Cloud Account Engagement Activities Visualforce page, which shows a detailed history of the prospect's interactions with Marketing Cloud Account Engagement assets, including landing pages, forms, emails, and custom redirects.

The Salesforce Activities section, which shows the tasks and events that are logged for the contact, including Marketing Cloud Account Engagement landing page submissions. Reference: [Marketing Cloud Account Engagement Activities Visualforce Page], [Salesforce Activities]

NEW QUESTION # 118

Which two capabilities are true for completion actions? Choose 2 answers

- A. Completion actions apply to both visitors and prospects
- B. Completion actions cannot be applied directly on a landing page.
- C. Completion actions do not execute on image file downloads
- D. Completion actions are applied retroactively.

Answer: B,C

Explanation:

According to the Salesforce documentation, the two capabilities that are true for completion actions are: C) Completion actions cannot be applied directly on a landing page, and D) Completion actions do not execute on image file downloads. A completion action is an automation tool that can be used to perform an action after a prospect successfully completes a marketing element, such as clicking a link in an email, submitting a form, or visiting a web page. A completion action can be used to perform actions such as adding a prospect to a list, assigning a prospect to a user, sending an autoresponder email, or adjusting a prospect's score. Completion actions cannot be applied directly on a landing page, as landing pages do not have completion actions. However, completion actions can be applied on the forms or custom redirects that are embedded on the landing page. Completion actions do not execute on image file downloads, as image file downloads are not considered as completion events. However, completion actions can be executed on other types of file downloads, such as PDFs or Word documents. Completion actions are not applied retroactively, as they are only applied to prospects who complete the marketing element after the completion action is created. Completion actions do not apply to both visitors and prospects, as they only apply to prospects who have been identified by their email address or their Marketing Cloud Account Engagement tracking cookie. Reference: Salesforce documentation

NEW QUESTION # 119

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