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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q148-Q153):

NEW QUESTION # 148
Which Salesforce custom fields will sync with Marketing Cloud Account Engagement?

- A. Custom Account fields
- B. Custom Prospect fields
- C. Custom Opportunity 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 # 149
Does an automation rule ever match a prospect more than once?

- A. No, an automation rule will only affect a prospect one time
- B. Yes, automation rules run every time.

Answer: A

Explanation:
An automation rule can match a prospect more than once if you enable Repeat Rule. Otherwise, an automation rule will only affect a prospect one time.
Explanation:
An automation rule is a criteria-based action that is triggered when a prospect matches the rule. By default, an automation rule will only affect a prospect one time, unless you enable the Repeat Rule option. If you enable the Repeat Rule option, the automation rule can match a prospect more than once, as long as they meet the criteria each time. Automation rules do not run every time, since they are evaluated based on a schedule that you can set. Reference: [Automation Rules], [Repeat Automation Rules]

NEW QUESTION # 150
What information cannot be displayed as a graph (line or bar) on the dashboard?

- A. Opportunities Lost
- B. Opportunities Created
- C. Prospects Created
- D. All Prospects
- E. Conversions

Answer: C,E

Explanation:
According to the Salesforce documentation, the information that cannot be displayed as a graph (line or bar) on the dashboard are: A) Prospects Created, and B) Conversions. The dashboard is a feature that shows the overview and performance of the marketing activities and campaigns in Marketing Cloud Account Engagement. The dashboard can be accessed from the Dashboard tab in Marketing Cloud Account Engagement, and it can show different data and metrics for the marketing elements, such as emails, forms, landing pages, or opportunities. The dashboard can display some of the information as graphs (line or bar), such as opportunities created, opportunities won, opportunities lost, or all prospects. The graphs can help users to visualize and compare the trends and changes of the information over time, and to filter or export the graphs. The dashboard cannot display some of the information as graphs (line or bar), such as prospects created or conversions. The prospects created information shows the number of prospects that were added to Marketing Cloud Account Engagement in a given time period, and it can be displayed as a table or a chart, but not as a graph. The conversions information shows the number of visitors that were converted to prospects in a given time period, and it can be displayed as a table or a chart, but not as a graph. These types of information are not suitable for displaying as graphs, as they are either too granular or too static for the data visualization. Reference: Salesforce documentation

NEW QUESTION # 151
A LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form's Thank You Content" when new Marketing Cloud Account Engagement landing page.
What would be the expected behavior when a prospect submits a form designed to show Thank you Content?

- A. The form's Thank You Content will still display
- B. The discrepancy between the two assets will cause an error
- C. The prospect will continue to see the form upon submission

- D. The prospect will be redirected to another webpage

Answer: D

Explanation:
If a LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form's Thank You Content" when creating a new Account Engagement landing page, the expected behavior when a prospect submits a form designed to show Thank you Content is that the prospect will be redirected to another webpage . This option overrides the form's Thank you Content and sends the prospect to the specified URL instead. The prospect will not continue to see the form upon submission (A), nor will the discrepancy between the two assets cause an error (B). The form's Thank you Content will not display (D), as it is replaced by the redirect option. Reference: Redirect Account Engagement Forms to a Success Page

NEW QUESTION # 152
After a prospect completes steps 1-5 of a 10-step engagement studio program, the prospect is added to one of the engagement studio program's suppression lists.
What will happen if the prospect is removed from the suppression list?

- A. The prospect will be also be removed from the recipient list of the program.
- B. The prospect will continue on the engagement studio program onto step 6.
- C. The prospect will continue on the engagement studio program onto step 5.
- D. The prospect will begin the engagement studio program again on step 1.

Answer: B

Explanation:
According to the Salesforce documentation, when a prospect is added to a suppression list in an engagement studio program, the prospect is paused from receiving any further emails or actions from the program. However, the prospect's progress in the program is not reset or removed. If the prospect is removed from the suppression list, the prospect will resume the program from where they left off, which is the next step after the last completed step. In this case, the prospect will continue on the engagement studio program onto step 6. Reference: Salesforce documentation

NEW QUESTION # 153
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