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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q267-Q272):

NEW QUESTION # 267
You want your Sales team to be able to send one-to-one emails in Marketing Cloud Account Engagement and no list emails. How can you do this?

- A. You can't send one-to-one emails out of Marketing Cloud Account Engagement.
- B. Set them up as a Sales user in Marketing Cloud Account Engagement
- C. Set them up as a one-to-one email user only
- D. Set them up as a Marketing user and then control how many emails can be sent.

Answer: B

Explanation:
Sales users are Marketing Cloud Account Engagement users who have access to the prospect database and can send one-to-one emails to prospects, but not list emails. Sales users can also view and edit prospect records, create tasks and activities, and sync prospects with Salesforce. You can set up sales users in Marketing Cloud Account Engagement by assigning them the Sales role and enabling the one-to-one email option in their user settings. Reference: [User Roles], [Create and Edit Users]

NEW QUESTION # 268
Arrange these events in sequence:
A . The visitor is now a prospect.
B . A visitor submits a conversion form
C . A cookie is applied
D . The prospect's activity history is available to view in Marketing Cloud Account Engagement E . Visitors access your company website

- A. E C B A D
- B. A D E C B
- C. E B A D C
- D. C B A D E

Answer: A

Explanation:
The correct sequence of events is E C B A D. Visitors access your company website (E), a cookie is applied , a visitor submits a conversion form (B), the visitor is now a prospect (A), and the prospect's activity history is available to view in Marketing Cloud Account Engagement (D)4. This is how Marketing Cloud Account Engagement tracks and captures visitor and prospect data and behavior

NEW QUESTION # 269
A Marketing Cloud Account Engagement administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field.
Which form field option should be enabled?

- A. Maintain the initial value upon subsequent form submissions
- B. Include "Not you?" link to allow visitors to reset the form
- C. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- D. Always display even if previously completed

Answer: A

Explanation:
In Pardot (Salesforce Marketing Cloud Account Engagement), when setting up form fields, there is an option specifically designed to maintain the initial value of a field that a prospect enters, even if they submit different values in the same field on subsequent forms.

This is critical for maintaining consistent data when the first submitted value is of primary importance, such as capturing the original source of a lead. This setting ensures that the field value doesn't update with each new submission, thus preserving the original data.

NEW QUESTION # 270

In an engagement studio program, business hours are enabled for Monday-Friday from 10am-4pm. A prospect enters a Send Ema step at 4:30pm on Friday.
When would the program send the email to the prospect?

- A. The email will send on Saturday at 10am.
- B. The email will send on Monday at 10am.
- C. The email will not send.
- D. The email will send immediately.

Answer: B

Explanation:
If business hours are enabled for an engagement studio program, any email steps will be executed only during the specified hours. If a prospect enters an email step outside of the business hours, the email will be queued until the next business hour. Therefore, if a prospect enters a Send Email step at 4:30pm on Friday, and the business hours are Monday-Friday from 10am-4pm, the email will be sent on Monday at 10am

NEW QUESTION # 271

How can a prospect's score be changed?

- A. Through completion actions.
- B. Through scoring model changes.
- C. Through automation rules.
- D. All of the above.

Answer: D

Explanation:
According to the Salesforce documentation, a prospect's score can be changed through automation rules, scoring model changes, or completion actions. A prospect's score is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. A prospect's score can be changed by using different methods, such as:
Automation rules: An automation rule is an automation tool that can be used to update a prospect's score when the prospect meets certain criteria, such as prospect field values, activities, or scores. For example, an automation rule can be created to increase a prospect's score by 10 points when the prospect visits a specific web page.
Scoring model changes: A scoring model is a feature that allows users to customize the scoring rules for different types of activities, such as email opens, form submissions, or custom redirects. A scoring model can be changed by editing the default scoring model in Marketing Cloud Account Engagement, or by creating a custom scoring model for a specific group of prospects. For example, a scoring model can be changed to assign more points to an email open, or to create a different scoring model for prospects from a certain industry.
Completion actions: A completion action is an automation tool that can be used to adjust a prospect's score after the prospect successfully completes a marketing element, such as submitting a form, clicking a link, or visiting a web page. A completion action can be used to increase or decrease a prospect's score by a specific amount, or to reset a prospect's score to zero. For example, a completion action can be created to decrease a prospect's score by 5 points when the prospect unsubscribes from an email.

NEW QUESTION # 272

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