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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q54-Q59):

NEW QUESTION # 54

What does the gear icon on the prospect list allow you to do?

- A. Delete
- B. Edit
- C. Assign
- D. Copy

Answer: A,B,C

Explanation:

According to the Salesforce documentation, the actions that can be done with the gear icon on the prospect list are: B) Assign, C)

Delete, and D) Edit. The gear icon is a feature that allows users to perform different actions on a prospect or a group of prospects from the Prospect List. The gear icon can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different options for the selected prospect or prospects, such as assign, delete, or edit. The assign option allows the user to assign the prospect or prospects to a user, a group, or a queue. The delete option allows the user to delete the prospect or prospects from Marketing Cloud Account Engagement. The edit option allows the user to edit the prospect or prospects' information, such as name, email, or custom fields. The copy option is not an action that can be done with the gear icon on the prospect list, as it is not an available option for the prospect or prospects. Reference: Salesforce documentation

NEW QUESTION # 55

A Marketing Cloud Account Engagement administrator wants to ensure that only a prospects company email address with the format of "name@companyname.com" is captured on their form.

Which data format is recommended for the email field?

- A. Text
- B. Email
- C. Email with valid server
- **D. Emails not from ISPs and free email providers**

Answer: D

Explanation:

The recommended data format for the email field to ensure that only a prospect's company email address with the format of "name@companyname.com" is captured on their form is "Emails not from ISPs and free email providers". This option will validate that the email address entered by the prospect is not from a common internet service provider (ISP) or a free email provider, such as Gmail, Yahoo, or Hotmail. This option will help you filter out personal or invalid email addresses and capture more accurate and qualified leads

NEW QUESTION # 56

A Prospect is a Visitor who has submitted an email address through a form or landing page on your site.

- A. False
- **B. True**

Answer: B

Explanation:

A prospect is a visitor who has submitted an email address through a form or landing page on your site. This is the primary way that Marketing Cloud Account Engagement identifies and converts visitors into prospects. A prospect can also be created from an email link click, a manually entered email address, or an import.

NEW QUESTION # 57

How can you preview/test matches for automation rules before you run them?

- **A. Use the automation preview option.**
- B. Create a list and see how many prospects are affected.
- C. Run the automation rule to see how many matches there are.

Answer: A

Explanation:

You can preview which prospects will be matches by your Automation Rules. After creating or editing your rules, click the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time (this is very fast for most rules - often under a minute). The preview will tell you how many prospects will be matched. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them

Explanation:

You can preview or test matches for automation rules before you run them by using the automation preview option. This option allows you to see how many prospects will be matched by your automation rules without actually running them. You can access this

option by clicking the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time. The preview will tell you how many prospects will be matched and show you a sample of them. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them.

Answer A is incorrect because running the automation rule will not only show you how many matches there are, but also apply the actions to them, which may not be what you want. Answer C is incorrect because creating a list and seeing how many prospects are affected will not give you the same results as the automation preview option, since the list criteria may not match the automation rule criteria exactly. Answer D is incorrect because there is no such option as the prospect table actions. Reference: Automation Rules, Preview Automation Rules

NEW QUESTION # 58

If a prospect clicks on a custom redirect after filling out a form, will the prospect's assigned Marketing Cloud Account Engagement campaign change?

- A. No, it's not possible to change a Marketing Cloud Account Engagement campaign by clicking on a custom redirect.
- **B. Yes, but only if the Marketing Cloud Account Engagement completion action for the custom redirect is set to change the campaign.**
- C. No, a Marketing Cloud Account Engagement campaign will always stay the same since it's a first touchpoint.
- D. Yes, the Marketing Cloud Account Engagement campaign will change based on the page the custom redirect links to.

Answer: B

NEW QUESTION # 59

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