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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q275-Q280):

NEW QUESTION # 275

The drip program "New Client Onboarding" is set to "Only send emails during business hours (10am - 4pm M-F)." The drip logic is outlined below: Start Step 1: Send email "Welcome." Step 2: Pause 3 days. Step 3: Send email "Getting Started." Step 4: Pause 7 days. Step 5: Send email "Tech Setup." Step 6: Pause 7 days. Step 7: Send email "Complete Configuration." End If a prospect starts the drip program on Wednesday, when will the email in Step 3: Send email "Getting Started" be received by the prospect?

- A. The prospect will receive the email Tuesday.
- **B. The prospect will receive the email Monday.**
- C. The prospect will receive the email Saturday.
- D. The prospect will receive the email Friday.

Answer: B

Explanation:

The email in Step 3: Send email "Getting Started" will be received by the prospect on Monday, if the prospect starts the drip program on Wednesday. A drip program is a program that allows you to send a series of emails to your prospects based on a predefined schedule and logic. You can use drip programs to nurture your prospects, educate them about your products or services, or encourage them to take action. You can also use drip programs to send emails only during business hours, which are the hours that you specify for sending emails to your prospects, such as 10am - 4pm M-F. To calculate when the email in Step 3 will be received by the prospect, you need to follow the drip logic and the business hours settings. The drip logic is outlined below:

Start

Step 1: Send email "Welcome."

Step 2: Pause 3 days.

Step 3: Send email "Getting Started."

Step 4: Pause 7 days.

Step 5: Send email "Tech Setup."

Step 6: Pause 7 days.

Step 7: Send email "Complete Configuration."

End

The business hours settings are:

Only send emails during business hours (10am - 4pm M-F)

Assuming that the prospect starts the drip program on Wednesday at 10am, the email in Step 3 will be received by the prospect on Monday at 10am, following this logic:

Wednesday 10am: The prospect starts the drip program and receives the email in Step 1.

Thursday 10am: The prospect is still in Step 2, which pauses for 3 days.

Friday 10am: The prospect is still in Step 2, which pauses for 3 days.

Saturday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.

Sunday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.

Monday 10am: The prospect completes Step 2, which pauses for 3 days, and moves to Step 3, which sends the email "Getting Started." Therefore, the email in Step 3 will be received by the prospect on Monday at 10am.

NEW QUESTION # 276

What happens if a prospect is removed from a drip program and later added back?

- A. They will skip the first step and move to the second step.
- B. Prospects can't be added to drip campaigns after they have been removed.
- C. They will start the drip campaign again.
- **D. They will resume the drip where they left off**

Answer: D

Explanation:

Drip programs are automated email campaigns that send a series of messages to prospects based on predefined criteria and triggers. If a prospect is removed from a drip program, they will stop receiving any emails from that program. However, if they are added back to the same drip program, they will resume the drip where they left off, unless the drip program has been reset or modified.

Reference: [Drip Programs], [Add Prospects to Drip Programs]

NEW QUESTION # 277

What should be enabled on a Marketing Cloud Account Engagement form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- A. reCAPTCHA
- **B. Kiosk/Data Entry Mode**

- C. "Not you"? Link
- D. Progressive Profiling

Answer: B

Explanation:

To sign many people up on the same computer at a trade show booth, an Administrator should enable the Kiosk/Data Entry Mode on a Marketing Cloud Account Engagement form. This mode allows multiple form submissions from the same browser without using cookies. It also clears the form fields after each submission and reloads the thank you content. Reference: Marketing Cloud Account Engagement Kiosk/Data Entry Mode

NEW QUESTION # 278

What does Marketing Cloud Account Engagement set on visitors' browsers to track their activities?

- **A. Cookies**
- B. Google Analytics Tracking Code
- C. UTM Parameters
- D. Tracking Pixels

Answer: A

Explanation:

Marketing Cloud Account Engagement sets cookies on visitors' browsers to track their activities. Cookies are small bits of text that a website leaves with the browser so the website can remember who the visitor is. Cookies are the most common method used to identify users online and provide a personalized browsing experience. Marketing Cloud Account Engagement uses cookies to track visitor behavior on the website, such as pages visited, forms submitted, or files downloaded. Marketing Cloud Account Engagement also uses cookies to associate visitors with prospects once they fill out a form or click on a tracked link in an email. Option A is not correct because UTM parameters are not set by Marketing Cloud Account Engagement, but by the marketer who creates the URL with query strings that indicate the source, medium, campaign, and other information of the traffic. Option B is not correct because tracking pixels are not set by Marketing Cloud Account Engagement, but by the email client that renders the email with a hidden image that sends a request to Marketing Cloud Account Engagement's server and records the open event. Option D is not correct because Google Analytics tracking code is not set by Marketing Cloud Account Engagement, but by the website owner who embeds the code on the website to collect and analyze web traffic data. Reference: The Ultimate Marketing Cloud Account Engagement Admin Guide to Web Tracking Cookies - The Spot, How to Run an A/B Test in Marketing Cloud Account Engagement: A Step by Step Guide (2022), The Basics of A/B Testing in Marketing Cloud Account Engagement - The Spot

NEW QUESTION # 279

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 # 280

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