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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q303-Q308):

NEW QUESTION # 303

A Marketing Cloud Account Engagement administrator wants to enable bot protection on their forms. Which two Account Engagement form settings would accomplish this?

Choose 2 answers

- A. Dependent Fields
- B. reCaptcha
- C. Honeypot Technique
- D. Enable HTTPS

Answer: B,C

Explanation:

In Salesforce Pardot, enhancing form security and preventing bot submissions can be effectively managed using two specific settings: reCaptcha and the Honeypot Technique.

reCaptcha: This is a service provided by Google that helps protect websites from spam and abuse. A "CAPTCHA" is a turing test to

tell human and bots apart. It is easy for humans to solve, but hard for "bots" and other malicious software to figure out. By integrating reCaptcha, forms can verify that the person submitting the form is indeed a human, thus adding a layer of security against automated attacks.

Honeypot Technique: This is a clever and non-intrusive method of detecting bots. It involves adding an additional field to the form that is invisible to human users but visible to bots. The principle here is that while a human won't see or interact with this hidden field, a bot will typically attempt to fill it out. When the form is submitted, if data is found in the honeypot field, the submission can be flagged as coming from a bot and thus be ignored or handled differently.

Both options are specifically tailored to enhance the security of forms in Pardot, helping to mitigate unwanted bot traffic and ensuring that engagement and leads generated are genuine.

NEW QUESTION # 304

What aspect of a Prospect record represents their overall level of interest?

- A. Score
- B. Profile
- C. Account
- D. Grade

Answer: A

Explanation:

The aspect of a Prospect record that represents their overall level of interest is Score. The score is a numerical value that measures the implicit interest of a prospect based on their engagement with marketing activities, such as opening emails, clicking links, and visiting landing pages. The score can increase or decrease based on the actions that a prospect takes, and can help marketers prioritize and segment their prospects. Grade, Profile, and Account are not aspects of a Prospect record that represent their overall level of interest, as they measure different attributes of a prospect, such as their explicit fit, their completeness, or their company information³. Reference: 3: Scoring and Grading Prospects

NEW QUESTION # 305

A marketing user has created an email content record using the enhanced Pardot email experience. How can they send this email in an engagement program?

- A. Activate the email for use in automation.
- B. Copy the email HTML and recreate it as an email template Pardot.
- C. Select the desired engagement program from the email
- D. Convert the email content record to an email template.

Answer: D

Explanation:

In Salesforce Pardot's enhanced email experience, the process to use a created email content in an engagement program requires converting the email content into an email template.

Convert the email content record to an email template: This functionality allows marketers to leverage the rich content created in the email content record format and utilize it within the structured framework of an engagement program. The conversion process standardizes the email content into a template format, which can then be seamlessly integrated into various Pardot automation tools including engagement programs. This ensures that the aesthetic and functional integrity of the email content is maintained across different marketing campaigns and workflows.

Options such as selecting the engagement program directly from the email or activating the email for use in automation do not align with Pardot's current capabilities regarding email integration in engagement programs, as they require the email to be in a template format to be used effectively.

NEW QUESTION # 306

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 engagement studio program and create a new program that is scheduled for Wednesday.

- C. Delete the scheduled email and create a new email that is scheduled for Wednesday.
- **D. Edit the scheduled email. select Wednesday for the new data, and save it**

Answer: D

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 # 307

Identify three webinar connectors for Marketing Cloud Account Engagement

- A. WebEx, JoinMe, GoTo Webinar
- **B. ReadyTalk, GoTo Webinar, WebEx**
- C. Adobe Connect, Lync, BlueJeans
- D. Zoho, WebEx, ReadyTalk

Answer: B

Explanation:

Marketing Cloud Account Engagement has native webinar connectors for ReadyTalk, GoToWebinar, and WebEx. These connectors allow you to sync webinar data with Marketing Cloud Account Engagement and use it for segmentation, automation, and reporting. You can also create webinar campaigns in Marketing Cloud Account Engagement and track the registration and attendance of prospects

NEW QUESTION # 308

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