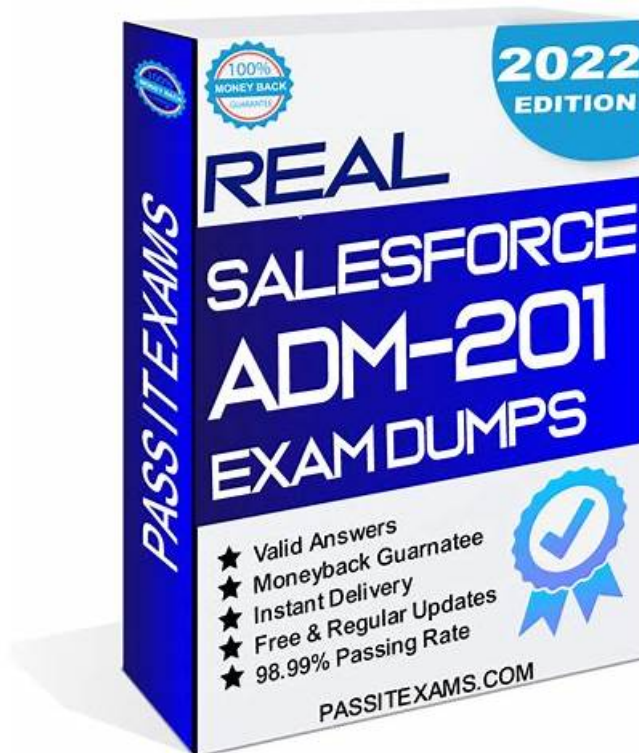


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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q274-Q279):

NEW QUESTION # 274

What will undelete a prospect?

- A. If the deleted prospect re-converts by filling out a form with the same email address
- B. If the deleted prospect visits a web page
- C. If the deleted prospect is imported into Marketing Cloud Account Engagement with the same email address

Answer: A,C

Explanation:

You can undelete a prospect if the deleted prospect is imported into Marketing Cloud Account Engagement with the same email address or if the deleted prospect re-converts by filling out a form with the same email address. When you delete a prospect, they are removed from your Marketing Cloud Account Engagement account, but their record is not completely erased. You can restore them by importing them again or by having them fill out a form again, which will update their existing record and undelete them.

However, you cannot undelete a prospect if they visit a web page, as this will not trigger any action on their record.

Answer B is incorrect because visiting a web page will not undelete a prospect, as explained above. Reference: Delete Prospects, Undelete Prospects

NEW QUESTION # 275

Which three activities can be used to trigger an increase or decrease in a prospect's score? (Choose three answers.)

- A. Printing an email
- B. Opening an email
- C. Clicking a link in an email
- D. Forwarding an email
- E. Unsubscribing from an email

Answer: B,C,E

Explanation:

The three activities that can be used to trigger an increase or decrease in a prospect's score are unsubscribing from an email, clicking a link in an email, and opening an email. A prospect's score is a numerical value that indicates their level of interest in your products or services. You can use scoring rules to assign positive or negative points to prospects based on their actions, such as opening an email, clicking a link, or filling out a form. You can also use scoring categories to assign points based on specific products, services, or business units. Unsubscribing from an email, clicking a link in an email, and opening an email are all examples of actions that can affect a prospect's score.

NEW QUESTION # 276

A visitor clicks on a custom redirect with an action of adding a tag. The visitor then fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list.

Which three things will happen to the prospect? (Choose three answers.)

- A. The prospect will be added to the list.
- B. The prospect will be tagged.
- C. The prospect activities will show that the form was successfully completed.
- D. The newly converted prospect will NOT be affected because it was their first submission.
- E. The prospect activities will show that the custom redirect was clicked.

Answer: A,B,C

Explanation:

According to the Salesforce documentation, when a visitor clicks on a custom redirect with an action of adding a tag, and then fills out a form and becomes a prospect, the following three things will happen to the prospect: A) The prospect activities will show that the form was successfully completed, B) The prospect will be added to the list, and D) The prospect will be tagged. A custom redirect is a trackable URL that can be used to measure and report on the clicks of any online content, such as banner ads, social media posts, or third-party websites. A custom redirect can also have completion actions, such as adding a tag, which are performed when a visitor clicks on the custom redirect. A tag is a label that can be used to categorize and segment prospects. A form is a web form that can be used to collect information from prospects and store it in Marketing Cloud Account Engagement. A form can also have completion actions, such as adding to a list, which are performed when a prospect successfully submits the form. A list is a collection of prospects that can be used for segmentation and email sending. When a visitor clicks on a custom redirect and then fills out a form, the visitor becomes a prospect, and the completion actions of both the custom redirect and the form are applied to the prospect. The prospect activities will show both the custom redirect click and the form submission, the prospect will be added to the list specified in the form completion action, and the prospect will be tagged with the tag specified in the custom redirect completion action. The newly converted prospect will be affected by both the custom redirect and the form completion actions, as they are not dependent on the prospect's previous submissions or activities. Reference: Salesforce documentation

NEW QUESTION # 277

What must be created in order to send an autoresponder?

- A. Email template
- B. List email
- C. One-to-one email
- D. Test email

Answer: A

Explanation:

In order to send an autoresponder email, you need to create an email template in Marketing Cloud Account Engagement and select the option "Autoresponder emails" under "Available For". An email template is a preformatted email that you can use to create and send emails quickly and easily. An autoresponder email is an email that is triggered automatically whenever a prospect engages with your marketing assets, such as filling out a form or downloading a file

NEW QUESTION # 278

What is needed for a page action to trigger for a prospect visiting a high value web page?

- A. Create an automation rule based on the specific webpage.
- B. Add a completion action on the landing page.
- C. Adding a page action and Marketing Cloud Account Engagement tracking code on the page.
- D. Adding a page action on the form.

Answer: C

Explanation:

What is needed for a page action to trigger for a prospect visiting a high value web page is adding a page action and Marketing Cloud Account Engagement tracking code on the page. A page action is a Marketing Cloud Account Engagement feature that allows the administrator to perform certain actions when a prospect views a specific page on the website, such as increasing the score, changing the field value, adding to a list, etc. A page action can be created by entering the URL of the page and selecting the actions to be performed. A Marketing Cloud Account Engagement tracking code is a snippet of code that can be added to the website to track the page views and activities of visitors and prospects on the website. The Marketing Cloud Account Engagement tracking code is required for the page action to work, as it identifies the prospects who visit the page and executes the actions on them. Creating an automation rule, adding a completion action, or adding a page action on the form are not what is needed for a page action to trigger for a prospect visiting a high value web page. An automation rule is a rule that runs in the background and matches prospects based on certain criteria and performs certain actions. An automation rule can use page views as a criterion, but it is not the same as a page action, as it does not depend on a specific URL. A completion action is an action that is triggered when a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. A completion action is not related to a page view, unless the page contains a form or a link. A page action on the form is not possible, as a page action can only be added on a page, not on a form. Reference [Page Actions] [Marketing Cloud Account Engagement Tracking Code]

NEW QUESTION # 279

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