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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q246-Q251):

NEW QUESTION # 246

LenoxSoft's Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren't being counted in the list email report. Based on this link's format, why wouldn't it have been re-written for tracking?

- A. The link should be populated with variable tags to be automatically re-written
- **B. The link should start with http or https to be automatically re-written.**
- C. The link should contain a wildcard to be automatically re-written.
- D. The link should point to go.Marketing Cloud Account Engagement com to be automatically re-written.

Answer: B

Explanation:

The reason why the email link www.lenoxsoft.com was not re-written for tracking is that the link should start with http or https to be automatically re-written. Marketing Cloud Account Engagement automatically re-writes links in emails to track the clicks and measure the engagement of the recipients. However, Marketing Cloud Account Engagement only re-writes links that start with http or https, as these are the protocols that indicate a web address. The link www.lenoxsoft.com does not have a protocol, so Marketing Cloud Account Engagement does not recognize it as a web address and does not re-write it for tracking. The other options are not relevant for link re-writing. The link does not need to contain a wildcard, point to go.Marketing Cloud Account Engagement.com, or be populated with variable tags to be automatically re-written. These are features that can be used to create dynamic or custom links, but they are not required for link re-writing. Reference [Link Click Tracking]

NEW QUESTION # 247

A user wants to set up an automated grading model in Marketing Cloud Account Engagement. Which two components are required to achieve this? Choose 2 answers

- **A. Profile**
- **B. Automation Rule**
- C. Dynamic List
- D. Marketing Cloud Account Engagement Score

Answer: A,B

Explanation:

According to the [Salesforce documentation], in order to set up an automated grading model in Marketing Cloud Account Engagement, two components are required: profile and automation rule. A profile is a set of criteria that defines an ideal prospect for a specific product or service. A profile can include information such as industry, job title, location, company size, etc. An automation rule is a logic-based action that can be triggered when a prospect meets certain criteria. An automation rule can be used to assign a grade to a prospect based on their profile match. A Marketing Cloud Account Engagement score is a numerical value that indicates the level of interest and engagement of a prospect, but it is not required for setting up an automated grading model. A dynamic list is a list of prospects that is updated automatically based on certain criteria, but it is not required for setting up an automated grading model either. Reference: [Salesforce documentation]

NEW QUESTION # 248

Which Salesforce field type is unsupported for syncing with Marketing Cloud Account Engagement?

- **A. Lookup**
- B. Formula
- C. Picklist
- D. Number

Answer: A

Explanation:

The Salesforce field type that is unsupported for syncing with Marketing Cloud Account Engagement is Lookup. Lookup fields are fields that allow you to create a relationship between two objects in Salesforce, such as Account and Contact. Marketing Cloud Account Engagement does not support syncing Lookup fields, because they are not compatible with Marketing Cloud Account Engagement's data model and could cause data inconsistencies or errors. Marketing Cloud Account Engagement supports syncing most other Salesforce field types, such as Text, Number, Picklist, and Formula.

NEW QUESTION # 249

What must be created in order to send an autoresponder?

- A. Email template
- B. One-to-one email
- C. Test email
- D. List 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 # 250

LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Marketing Cloud Account Engagement marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer

- A. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- B. Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- C. Create a dynamic list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects
- D. Create a segmentation list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects.

Answer: A

Explanation:

The best way to design an engagement program focused on providing exclusive offers and content to re-engage prospects is to create a dynamic list and add it as the recipient list to an engagement program. A dynamic list is a list that automatically populates with prospects who match the criteria you set. An engagement program is a program that allows you to send automated emails to prospects based on their behavior and preferences. LenoxSoft can create a dynamic list that matches prospects who have not been active on their website for more than 180 days, and add it as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

NEW QUESTION # 251

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