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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q179-Q184):

NEW QUESTION # 179

If the information in Salesforce differs from the information in Marketing Cloud Account Engagement, by default what information will be kept?

- A. The information in Marketing Cloud Account Engagement will override the information in Salesforce
- B. All information will be kept, which may result in two records for one person
- C. The differing information will be deleted from both Salesforce and Marketing Cloud Account Engagement, which may result in blank records
- D. The information in Salesforce will override the information in Marketing Cloud Account Engagement

Answer: D

Explanation:

https://help.salesforce.com/articleView?id=Marketing_Cloud_Account_Engagement_default_prospect_field_mapping.htm&type=5

Explanation:

By default, if the information in Salesforce differs from the information in Marketing Cloud Account Engagement, the information in Salesforce will override the information in Marketing Cloud Account Engagement. This means that Salesforce is the master source of truth for most fields, and any changes made in Salesforce will overwrite the values in Marketing Cloud Account Engagement. However, this behavior can be customized for each field in Marketing Cloud Account Engagement, by choosing one of the following options: Use Marketing Cloud Account Engagement's value, Use Salesforce's value, or Use the most recently updated record. You can also prevent a field from syncing at all by choosing Do not sync. For more details -> 45

NEW QUESTION # 180

What is tracked by the custom email links generated by Marketing Cloud Account Engagement?

- A. Email opens
- B. Link clicks
- C. Form completions
- D. Unsubscribe
- E. Page visits

Answer: A,B,E

Explanation:

The custom email links generated by Marketing Cloud Account Engagement are tracked for link clicks, page visits and email opens. Link clicks are recorded when a prospect clicks on a link in an email. Page visits are recorded when a prospect visits a page on your website that has the Marketing Cloud Account Engagement tracking code. Email opens are recorded when a prospect opens an email and downloads the invisible image that Marketing Cloud Account Engagement inserts in the email. Form completions and unsubscribes are not tracked by the custom email links, but by other methods.

NEW QUESTION # 181

A marketer performs the following actions:

- * Creates a list and adds three prospects
- * Deletes one of the three prospects to the Recycle Bin
- * Deletes the list

What would happen as a result of these actions?

- A. The list and the two remaining prospects are archived to the Recycle Bin.
- B. The list is not deleted because it contains active prospects.
- C. The list is archived to the Recycle Bin and the deleted prospect is restored.
- D. The list is archived to the Recycle Bin, but the two remaining prospects are not deleted.

Answer: D

Explanation:

When a marketer deletes a list and a prospect from Marketing Cloud Account Engagement, the list is archived to the Recycle Bin, but the two remaining prospects are not deleted. The list can be restored from the Recycle Bin within 30 days, but the deleted prospect cannot be restored unless it is manually re-imported or re-created. The two remaining prospects are still active in Marketing Cloud Account Engagement and can be found in the All Prospects list or other lists they belong to. Option A is not correct because deleting a list does not restore a deleted prospect. Option B is not correct because a list can be deleted even if it contains active prospects. Option C is not correct because deleting a list does not delete the prospects in the list. Reference: Marketing Cloud Account Engagement Recycle Bin 101 - Salesforce Dani, Go Green with Marketing Cloud Account Engagement's Recycle Bin * Nebula Consulting

NEW QUESTION # 182

What editions of Salesforce can sync with Marketing Cloud Account Engagement?

- A. Standard Edition and higher
- B. Professional Edition and higher
- C. Enterprise Edition and lower

Answer: B

Explanation:

According to the Salesforce documentation, the editions of Salesforce that can sync with Marketing Cloud Account Engagement are: C) Professional Edition and higher. A sync between Salesforce and Marketing Cloud Account Engagement is a feature that allows users to connect and exchange data between the two platforms, such as leads, contacts, accounts, campaigns, or opportunities. A sync between Salesforce and Marketing Cloud Account Engagement can be configured by the administrator in the connector settings, and it can be customized for different objects, fields, or actions. A sync between Salesforce and Marketing Cloud Account Engagement can help users to keep their data consistent and accurate, to automate their sales and marketing processes, and to measure and optimize their performance and results. A sync between Salesforce and Marketing Cloud Account Engagement can be done with different editions of Salesforce, depending on the features and functionalities that the user needs. The editions of Salesforce that can sync with Marketing Cloud Account Engagement are: Professional Edition, Enterprise Edition, Unlimited Edition, and Performance Edition. These editions of Salesforce can sync with Marketing Cloud Account Engagement, and they can also access additional features, such as custom objects, multiple scoring categories, or B2B Marketing Analytics. The edition of Salesforce that cannot sync with Marketing Cloud Account Engagement is: Standard Edition. This edition of Salesforce does not have the ability to sync with Marketing Cloud Account Engagement, and it does not have access to the additional features that the other editions have. Therefore, the user needs to upgrade to a higher edition of Salesforce if they want to sync with Marketing Cloud Account Engagement and use the advanced features. Reference: Salesforce documentation

NEW QUESTION # 183

What would make the Salesforce connector become unverified?

- A. The connector user's Salesforce password was changed
- B. The Salesforce account has reached the limit of the number of lead or contact records that could be created
- C. The connector user's Marketing Cloud Account Engagement password was changed
- D. The Marketing Cloud Account Engagement account has reached the limit of the number of prospect records that could be created

Answer: A

Explanation:

The event that would make the Salesforce connector become unverified is the connector user's Salesforce password was changed. A Salesforce connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your Salesforce CRM system, and enable bi-directional data sync and alignment between sales and marketing. To verify the Salesforce connector, you need to have a connector user, which is a Salesforce user that Marketing Cloud Account Engagement uses to access your Salesforce data and perform actions on your behalf. The connector user needs to have the appropriate permissions and settings in Salesforce, such as the API Enabled and Modify All Data permissions, and the security token². If the connector user's Salesforce password was changed, the security token would also change, and Marketing Cloud Account Engagement would not be able to authenticate with Salesforce. This would cause the Salesforce connector to become unverified, and the data sync between Marketing Cloud Account Engagement and Salesforce would stop. To fix this, you need to update the connector user's password and security token in Marketing Cloud Account Engagement, and re-verify the Salesforce connector

NEW QUESTION # 184

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