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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q66-Q71):

NEW QUESTION # 66

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

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

Answer: B,D,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 # 67

Which two Salesforce features allow a view of a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact?

Choose 2 answers

- A. Marketing Cloud Account Engagement landing pages related list section
- B. Marketing Cloud Account Engagement Activities Visualforce page
- C. Engagement History component
- D. Salesforce Activities section

Answer: B,D

Explanation:

To view a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact in Salesforce, an Administrator can use the following features:

The Marketing Cloud Account Engagement Activities Visualforce page, which shows a detailed history of the prospect's interactions with Marketing Cloud Account Engagement assets, including landing pages, forms, emails, and custom redirects.

The Salesforce Activities section, which shows the tasks and events that are logged for the contact, including Marketing Cloud Account Engagement landing page submissions. Reference: [Marketing Cloud Account Engagement Activities Visualforce Page], [Salesforce Activities]

NEW QUESTION # 68

Which scenario would convert an anonymous visitor into an identified prospect?

- A. Creating a Lead in Salesforce which syncs to Marketing Cloud Account Engagement as a new prospect record
- B. Opening email sent by a sales rep using the Send Marketing Cloud Account Engagement Email functionality in Salesforce
- C. Submitting a Web2Lead form that is linked to Marketing Cloud Account Engagement via a form handler
- D. Scanning the badge of someone who visited a booth at a recent event

Answer: C

Explanation:

The scenario that would convert an anonymous visitor into an identified prospect is submitting a Web2Lead form that is linked to Account Engagement via a form handler. This is because a form handler captures the visitor's information and passes it to Account Engagement, where a new prospect record is created. Creating a Lead in Salesforce which syncs to Account Engagement as a new prospect record (A) will not convert an anonymous visitor, as it does not involve any interaction with the visitor. Scanning the badge of someone who visited a booth at a recent event (B) will not convert an anonymous visitor, as it does not involve any online activity that can be tracked by Account Engagement. Opening an email sent by a sales rep using the Send Account Engagement Email functionality in Salesforce (D) will not convert an anonymous visitor, as it requires the visitor to already have a prospect record in Account Engagement. Reference: Anonymous Visitors

NEW QUESTION # 69

Your client wants to filter out their own IP address that is currently skewing their results. What do you recommend they use?

- A. Completion Actions with a filter
- B. Add rules to the Marketing Cloud Account Engagement tracking code.
- **C. Visitor Filters**
- D. An Automation Rule

Answer: C

Explanation:

You can use visitor filters to filter out your own IP address that is currently skewing your results. Visitor filters are rules that allow you to exclude certain IP addresses or ranges from your visitor data and reports. This can help you avoid counting your own visits or those of your employees, partners, or vendors as prospects and skewing your analytics. You can create visitor filters by entering the IP addresses or ranges that you want to exclude in the administration settings.

Answer A is incorrect because you cannot use an automation rule to filter out your own IP address. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use automation rules to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not filtering them out. Answer B is incorrect because you cannot add rules to the Marketing Cloud Account Engagement tracking code to filter out your own IP address. The Marketing Cloud Account Engagement tracking code is a snippet of JavaScript code that you can add to your website pages to track visitor and prospect activity. You can customize the tracking code to enable or disable certain features, such as first-party cookies, campaign tracking, or opt-in preferences, but not visitor filters. Answer C is incorrect because you cannot use completion actions with a filter to filter out your own IP address. A completion action is a task that is performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not filtering them out. Reference: [Visitor Filters], [Automation Rules], [Marketing Cloud Account Engagement Tracking Code], Completion Actions

NEW QUESTION # 70

What information cannot be displayed as a graph (line or bar) on the dashboard?

- A. All Prospects
- B. Opportunities Created
- **C. Prospects Created**
- D. Opportunities Lost
- **E. Conversions**

Answer: C,E

Explanation:

According to the Salesforce documentation, the information that cannot be displayed as a graph (line or bar) on the dashboard are: A) Prospects Created, and B) Conversions. The dashboard is a feature that shows the overview and performance of the marketing activities and campaigns in Marketing Cloud Account Engagement. The dashboard can be accessed from the Dashboard tab in Marketing Cloud Account Engagement, and it can show different data and metrics for the marketing elements, such as emails, forms, landing pages, or opportunities. The dashboard can display some of the information as graphs (line or bar), such as opportunities created, opportunities won, opportunities lost, or all prospects. The graphs can help users to visualize and compare the trends and changes of the information over time, and to filter or export the graphs. The dashboard cannot display some of the information as graphs (line or bar), such as prospects created or conversions. The prospects created information shows the number of prospects that were added to Marketing Cloud Account Engagement in a given time period, and it can be displayed as a table or a chart, but not as a graph. The conversions information shows the number of visitors that were converted to prospects in a given time period, and it can be displayed as a table or a chart, but not as a graph. These types of information are not suitable for displaying as graphs, as they are either too granular or too static for the data visualization. Reference: Salesforce documentation

NEW QUESTION # 71

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