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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q143-Q148):

NEW QUESTION # 143

An engagement studio program is created with an Email Send action step immediately followed by an Email Open trigger step with a 3 day wait. A prospect is sent the email and progresses to the Email Open trigger. On day 2, the prospect opens the email. How would the prospect progress through the trigger step?

- A. The prospect will progress down the 'Yes' path after waiting 1 more day since the email was opened.
- B. The prospect will immediately progress down the 'No' path since the email open did not occur on day 3.
- **C. The prospect will immediately progress down the "Yes" path since the email was opened.**
- D. The prospect will progress down the 'No' path after waiting 1 day since the email open did not occur on day 3.

Answer: C

Explanation:

When an engagement studio program is created with an Email Send action step immediately followed by an Email Open trigger step with a 3 day wait, it means that the program will wait for up to 3 days for the prospect to open the email. If the prospect opens the email within the 3 day period, they will immediately progress down the "Yes" path (A). The prospect will not wait for any additional time after opening the email (B), nor will they progress down the "No" path (C, D). Reference: Engagement Studio Overview

NEW QUESTION # 144

A Marketing Manager wants to create a new prospect in Marketing Cloud Account Engagement. What are three ways the Marketing Manager can create a new prospect?

Choose 3 answers

- A. Set up an automation rule that creates prospects.
- **B. Manually add a prospect in Marketing Cloud Account Engagement.**
- **C. Import a .CSV file with the prospect's email address.**
- D. Add a completion action to assign to a user.
- **E. Click the "Send to Account Engagement" button on a Salesforce Lead.**

Answer: B,C,E

Explanation:

There are three ways the Marketing Manager can create a new prospect in Marketing Cloud Account Engagement. They are: Click the "Send to Account Engagement" button on a Salesforce Lead. This option allows the Marketing Manager to send a one-to-one email to a lead in Salesforce using an Account Engagement email template. If the lead does not already exist as a prospect in Account Engagement, it will be created automatically and synced with Salesforce1 Manually add a prospect in Marketing Cloud Account Engagement. This option allows the Marketing Manager to create a new prospect record in Account Engagement by entering the prospect's email address and other information. The prospect can then be added to lists, campaigns, or engagement programs2 Import a .CSV file with the prospect's email address. This option allows the Marketing Manager to import a list of prospects from a .CSV file into Account Engagement. The file must contain the prospect's email address as the first column, and can also include other fields. The imported prospects can then be assigned, tagged, or added to lists or campaigns

NEW QUESTION # 145

The marketing team thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them

Which Marketing Cloud Account Engagement feature of email flow could be used to run these tests?

- A. Create a dynamic list of approved users to use as the recipient list in the sending tab.
- **B. Create a test list of approved users to use in the testing tab of the email flow.**
- C. Create a static list of approved users to use as the recipient list in the sending tab.
- D. Create a one-off email test send by entering an email address in the Send to Individual Emails section of the testing tab.

Answer: B

Explanation:

To test emails before sending them, the marketing team can use the test list feature in the testing tab of the email flow. This feature allows them to send test emails to a list of approved users who can view the links and variable tags as prospects will see them. The test list can be created in Marketing Cloud Account Engagement and added to the testing tab of the email flow. Reference: [Marketing Cloud Account Engagement Test List]

NEW QUESTION # 146

After a prospect completes steps 1-5 of a 10-step engagement studio program, the prospect is added to one of the engagement

studio program's suppression lists.

What will happen if the prospect is removed from the suppression list?

- **A. The prospect will continue on the engagement studio program onto step 6.**
- B. The prospect will continue on the engagement studio program onto step 5.
- C. The prospect will be also be removed from the recipient list of the program.
- D. The prospect will begin the engagement studio program again on step 1.

Answer: A

Explanation:

According to the Salesforce documentation, when a prospect is added to a suppression list in an engagement studio program, the prospect is paused from receiving any further emails or actions from the program. However, the prospect's progress in the program is not reset or removed. If the prospect is removed from the suppression list, the prospect will resume the program from where they left off, which is the next step after the last completed step. In this case, the prospect will continue on the engagement studio program onto step 6. Reference: Salesforce documentation

NEW QUESTION # 147

What must be created using the classic email builder in order to send an autoresponder?

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

Answer: B

Explanation:

An autoresponder is a type of email that is automatically sent to a prospect when they perform a specific action, such as filling out a form, downloading a file, or registering for an event. To send an autoresponder, a marketer must create an email template using the classic email builder in Marketing Cloud Account Engagement. An email template is a reusable email design that can be customized with dynamic content and personalization. A test email, a one-to-one email, and a list email are not suitable for sending an autoresponder, as they are either not reusable, not automated, or not personalized. Reference: : Create an Autoresponder Email

NEW QUESTION # 148

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