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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q279-Q284):

NEW QUESTION # 279
A Marketing Cloud Account Engagement administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.
What is the recommended way to identify these prospects to export to .csv?

- A. Create an automation rule based on product Name.
- B. Create a dynamic list based on Product Name.
- C. Create a completion action based on Product Name.
- D. Create a segmentation rule based on Product Name.

Answer: D

Explanation:
The recommended way to identify the prospects who purchased a certain product within the last year and export them to a .csv file is to create a segmentation rule based on the Product Name field. A segmentation rule is a one-time rule that matches prospects based on certain criteria and performs certain actions. You can create a segmentation rule that matches prospects who have the specific product name in the Product Name field and the action to export them to a .csv file. This way, you can get a one-time export of all the prospects who have the product name before it changes. An automation rule, a completion action, or a dynamic list are not suitable for this goal, as they are either recurring, real-time, or based on an activity, not a one-time export based on a field value. Reference [Segmentation Rules Overview]

NEW QUESTION # 280
What is the expected behavior if an automation rule is NOT set to repeat?

- A. The prospect matches the criteria once and the action runs once.
- B. The prospect matches the criteria once, but the action runs multiple times.
- C. The prospect can match the criteria multiple times and the action runs each time.
- D. The action can only run once per day on the prospect.

Answer: A

Explanation:
The expected behavior if an automation rule is not set to repeat is that the prospect matches the criteria once and the action runs once. 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 be set to repeat or not repeat, depending on whether the administrator wants the rule to run multiple times or only once on the same prospect. If the automation rule is not set to repeat, it means that the rule will only run once on each prospect who matches the criteria, and it will not run again even if the prospect matches the criteria again in the future. The other options are not the expected behavior if an automation rule is not set to repeat. The prospect cannot match the criteria multiple times and the action runs each time, as this would require the rule to be set to repeat. The action cannot run only once per day on the prospect, as this would require the rule to have a daily frequency limit. The prospect cannot match the criteria once, but the action runs multiple times, as this would require the rule to have multiple actions or a recurring action. Reference [Automation Rules Overview]

NEW QUESTION # 281
A prospect with a Marketing Cloud Account Engagement score over 100 can view and opt out of a list on the Marketing Cloud Account Engagement Email Preference Center. The following month, the prospect's score falls below 100, so they are removed from the list and can no longer view that list on the Email Preference Center.
Which two characteristics must be true of that list?
Choose 2 answers

- A. It is a Static List
- B. It is a Dynamic List
- C. It is a CRM Visible List
- D. It is a Public List

Answer: A,C

Explanation:
The two characteristics that must be true of the list that the prospect can view and opt out of on the Marketing Cloud Account Engagement Email Preference Center are that it is a Static List and that it is a CRM Visible List. A Static List is a list that is manually populated by the marketer or the prospect. A prospect can opt out of a Static List by clicking on the unsubscribe link in an email or by visiting the Email Preference Center and deselecting the list. A CRM Visible List is a list that is synced with a Salesforce campaign and can be viewed and reported on in Salesforce. A prospect can be removed from a CRM Visible List if they no longer meet the criteria of the Salesforce campaign, such as having a certain score or status. Option B is not correct because a Dynamic

List is a list that is automatically populated by Marketing Cloud Account Engagement based on criteria that match prospect fields. A prospect cannot opt out of a Dynamic List, but they can be removed from the list if they no longer meet the criteria. Option D is not correct because a Public List is a list that is visible on the Email Preference Center and can be opted in or out by the prospect. A Public List can be either a Static List or a Dynamic List, but it is not a characteristic that affects the prospect's removal from the list. Reference: Marketing Cloud Account Engagement Email Preference Center Best Practices - Salesforce Ben, Create a Custom Email Preference Center Page - Salesforce, Crafting Clear Marketing Communication with Marketing Cloud Account Engagement Email Preference Centers

NEW QUESTION # 282
You want to export a list of prospects, but you only need the default fields. What can you use?

- A. You have to export all the fields. Marketing Cloud Account Engagement doesn't allow you to choose only the default fields.
- B. Copy and paste the information from the Prospect table into Excel.
- C. Use the Simple Export option
- D. Use the Express Export option

Answer: D

Explanation:
An Express Export includes all default prospect fields, scores, and grades but does not include custom fields.
Explanation:
Express Export is a feature that allows you to export a list of prospects with only the default fields, such as email, name, company, score, and grade. This option is faster and simpler than the full export, which includes all the custom fields as well. You can use the Express Export option by selecting a list of prospects and clicking on the "Tools" button, then choosing "Express Export". Reference: [Export Prospects], [Express Export]

NEW QUESTION # 283
A new automation rule is created.
What action is required for prospects to begin matching that automation rule?

- A. Resume the rule after saving
- B. Preview the rule before saving it
- C. Sava the rule without any additional action
- D. Schedule the rule to run before saving it

Answer: C

Explanation:
A new automation rule does not require any additional action for prospects to begin matching that automation rule, other than saving the rule. Automation rules are active by default once they are saved, and they run every hour to match prospects based on the rule criteria. Resuming, scheduling, or previewing the rule are not actions that are required for prospects to begin matching the rule, but they are optional features that can be used to manage or test the rule. Reference Automation Rules Overview

NEW QUESTION # 284
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Yuval Tal, Founder President of digital payments unicorn Payoneer, Test MC-201 Collection Pdf For example, in the `delete` command, the filename item should be replaced with the name of a file that you want to delete.

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