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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q67-Q72):

NEW QUESTION # 67

If a form is added to a landing page, where will the submissions be reported?

- A. On the landing page's layout template
- B. On the landing page
- **C. On the form**
- D. On the form's layout template

Answer: C

Explanation:

If a form is added to a landing page, the submissions will be reported on the form. A form is a web element that allows you to collect information from your prospects, such as their name, email, or company. A landing page is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. You can add a form to a landing page to capture leads or convert visitors into prospects. When a prospect submits a form on a landing page, the submission data will be recorded on the form report, which shows you the number of views, submissions, errors, and conversion rate of your form.

NEW QUESTION # 68

The drip program "New Client Onboarding" is set to "Only send emails during business hours (10am - 4pm M-F)." The drip logic is outlined below: Step 1: Send email "Welcome." Step 2: Pause 3 days. Step 3: Send email "Getting Started." Step 4: Pause 7 days. Step 5: Send email "Tech Setup." Step 6: Pause 7 days. Step 7: Send email "Complete Configuration." End If a prospect starts the drip program on Wednesday, when will the email in Step 3: Send email "Getting Started" be received by the prospect?

- A. The prospect will receive the email Monday.
- B. The prospect will receive the email Saturday.
- C. The prospect will receive the email Tuesday.
- D. The prospect will receive the email Friday.

Answer: A

Explanation:

The email in Step 3: Send email "Getting Started" will be received by the prospect on Monday, if the prospect starts the drip program on Wednesday. A drip program is a program that allows you to send a series of emails to your prospects based on a predefined schedule and logic. You can use drip programs to nurture your prospects, educate them about your products or services, or encourage them to take action. You can also use drip programs to send emails only during business hours, which are the hours that you specify for sending emails to your prospects, such as 10am - 4pm M-F. To calculate when the email in Step 3 will be received by the prospect, you need to follow the drip logic and the business hours settings. The drip logic is outlined below:

Start

Step 1: Send email "Welcome."

Step 2: Pause 3 days.

Step 3: Send email "Getting Started."

Step 4: Pause 7 days.

Step 5: Send email "Tech Setup."

Step 6: Pause 7 days.

Step 7: Send email "Complete Configuration."

End

The business hours settings are:

Only send emails during business hours (10am - 4pm M-F)

Assuming that the prospect starts the drip program on Wednesday at 10am, the email in Step 3 will be received by the prospect on Monday at 10am, following this logic:

Wednesday 10am: The prospect starts the drip program and receives the email in Step 1.

Thursday 10am: The prospect is still in Step 2, which pauses for 3 days.

Friday 10am: The prospect is still in Step 2, which pauses for 3 days.

Saturday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.

Sunday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.

Monday 10am: The prospect completes Step 2, which pauses for 3 days, and moves to Step 3, which sends the email "Getting Started." Therefore, the email in Step 3 will be received by the prospect on Monday at 10am.

NEW QUESTION # 69

A designer wants to apply LenoxSoft's styling to assets in Marketing Cloud Account Engagement. Which two assets can they control CSS styling for in Marketing Cloud Account Engagement?

Choose 2 answers

- A. Form handlers
- B. Landing pages
- C. Forms
- D. Social posts

Answer: B,C

Explanation:

A designer can control the CSS styling for two assets in Marketing Cloud Account Engagement: landing pages and forms. Landing pages are web pages that capture visitor information and generate leads. Forms are web forms that collect visitor information and convert them to prospects. Both landing pages and forms can be customized with CSS to match the branding and design of

LenoxSoft. Form handlers and social posts are not assets that can be controlled by CSS in Marketing Cloud Account Engagement. Form handlers are connectors that allow Marketing Cloud Account Engagement to use external forms on your website. Social posts are messages that can be sent to your social media accounts from Marketing Cloud Account Engagement. Reference Customize Landing Pages with CSS Customize Forms with CSS

NEW QUESTION # 70

What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

- A. The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.
- **B. The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement.**
- C. The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.
- D. The Opportunity must have the "Marketing Cloud Account Engagement" record type.

Answer: B

Explanation:

For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. A Contact Role is a way of associating a Contact with an Opportunity, and specifying their role and level of influence in the sales process. Marketing Cloud Account Engagement uses the Contact Role to link the Opportunity to the corresponding prospect, and track their engagement and influence on the Opportunity⁴. Reference: 4: Opportunity Contact Roles

NEW QUESTION # 71

What triggers a prospect record to sync from Marketing Cloud Account Engagement to the CRM? Choose 2 answers

- **A. Form submission**
- **B. Landing page submission**
- C. Opening an email
- D. Mapping new custom fields

Answer: A,B

Explanation:

The two activities that trigger a prospect record to sync from Marketing Cloud Account Engagement to the CRM are landing page submission and form submission. A prospect record is a record that contains the information and activities of a potential customer in Marketing Cloud Account Engagement. A sync is a process that updates the data between Marketing Cloud Account Engagement and your CRM system, such as Salesforce or Microsoft Dynamics. A sync can be initiated from Marketing Cloud Account Engagement to the CRM, or from the CRM to Marketing Cloud Account Engagement, depending on the activity or the data change. A landing page submission is an activity that occurs when a prospect fills out a form on a landing page, which is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. A form submission is an activity that occurs when a prospect fills out a form, which is a web element that allows you to collect information from your prospects, such as their name, email, or company. Both landing page submission and form submission trigger a prospect record to sync from Marketing Cloud Account Engagement to the CRM, because they create or update the prospect data in Marketing Cloud Account Engagement, and Marketing Cloud Account Engagement pushes the data to the CRM

NEW QUESTION # 72

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