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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q10-Q15):

NEW QUESTION # 10
A marketing user pauses an Engagement Studio program and adds a new recipient list.
What will happen to the newly added prospects when the program is resumed?

- A. Prospects will skip steps to start the program on the same steps the existing prospects are on.

- B. Prospects will not begin the program until all existing prospects reach an end step.
- C. Prospects will begin the program on the first step regardless of where the existing prospects are In the program.
- D. Prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps.

Answer: D

Explanation:
When a marketing user pauses an Engagement Studio program and adds a new recipient list, the newly added prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps when the program is resumed. This is because Action steps are time-based and cannot be retroactively applied, while Trigger and Rule steps are condition-based and can be applied at any point in the program1. Reference: 1: [Engagement Studio FAQ]

NEW QUESTION # 11
When are visitors converted to prospects?

- A. When an automation rule runs
- B. When a prospect fills out a form or form handler
- C. When they run through completion actions
- D. When the prospect visits a Marketing Cloud Account Engagement landing page

Answer: B

Explanation:
Visitors are anonymous web browsers who have interacted with your online marketing content, such as your website, landing pages, or custom redirects. Visitors are converted to prospects when they fill out a form or form handler, which captures their email address and other information. Filling out a form or form handler is the only way to convert a visitor to a prospect. Running through completion actions, matching an automation rule, or visiting a Marketing Cloud Account Engagement landing page do not convert visitors to prospects, unless they also fill out a form or form handler on those pages. Reference: Visitors and Prospects, Forms and Form Handlers

NEW QUESTION # 12
What does a marketing user have access to in Marketing Cloud Account Engagement?

- A. Can see users and groups
- B. Can only import prospects
- C. Creating new lists, forms, landing pages and send list emails.
- D. None of the above
- E. Prospect management

Answer: A,B,C,E

Explanation:
A marketing user is a type of user role in Marketing Cloud Account Engagement that has access to various features and functions related to marketing operations. A marketing user can see users and groups, create new lists, forms, landing pages, and send list emails, manage prospects, and import prospects. A marketing user cannot access the administration settings, create or edit users, or sync with Salesforce.
Answer E is incorrect because none of the above is not a valid answer, as explained above. Reference: User Roles, Create and Edit Users

NEW QUESTION # 13
What type of fields are not supported by the Marketing Cloud Account Engagement sync?

- A. Geolocation fields
- B. Text Area (rich) fields
- C. Number fields
- D. Formula fields
- E. Record Type fields

Answer: A,B,D

Explanation:
According to the Salesforce documentation, the types of fields that are not supported by the Marketing Cloud Account Engagement sync are: B) Formula fields, D) Geolocation fields, and E) Text Area (rich) fields. A Marketing Cloud Account Engagement sync is a feature that allows users to connect and exchange data between Marketing Cloud Account Engagement and Salesforce fields, such as name, email, score, or grade. A Marketing Cloud Account Engagement sync can be configured by the administrator in the connector settings, and it can be customized for different objects, fields, or actions. A Marketing Cloud Account Engagement sync can support different types of fields, such as text, number, date, checkbox, picklist, or lookup fields. However, a Marketing Cloud Account Engagement sync cannot support some types of fields, such as formula, geolocation, or text area (rich) fields. A formula field is a field that calculates a value based on a formula or an expression. A geolocation field is a field that stores the latitude and longitude coordinates of a location. A text area (rich) field is a field that allows users to enter formatted text, images, or links. These types of fields are not supported by the Marketing Cloud Account Engagement sync, as they are either incompatible, complex, or large for the data exchange. A record type field is a type of field that is supported by the Marketing Cloud Account Engagement sync, as it is a field that defines different business processes, page layouts, or picklist values for different users. A number field is also a type of field that is supported by the Marketing Cloud Account Engagement sync, as it is a field that stores numerical values.
Reference: Salesforce documentation

NEW QUESTION # 14
A marketing user would like to send out a new whitepaper to their prospects and track who opens the PDF.
What Is the recommended way to accomplish this?

- A. Upload the whitepaper PDF as a content file and attach it to the email.
- B. Upload the whitepaper PDF as a content file and link to it in the body of the email.
- C. Upload the whitepaper PDF as a content block and link to It In the body of the email.
- D. Upload the whitepaper PDF as a content block and attach It to the email.

Answer: B

Explanation:
The recommended way to accomplish sending out a new whitepaper to prospects and tracking who opens the PDF is to upload the whitepaper PDF as a content file and link to it in the body of the email. A content file is a type of file that can be uploaded and stored in the Content Builder, which is a tool that allows marketers to create and manage content assets. A content file can be linked to in the body of an email, which allows prospects to access the file by clicking the link. By linking to a content file, marketers can also track who opens the PDF, as the link will generate a tracking code that records the open activity. Uploading the whitepaper PDF as a content block, attaching it to the email, or embedding it in the email are not recommended ways to accomplish sending out a new whitepaper to prospects and tracking who opens the PDF, as they either do not allow linking, do not allow tracking, or do not display properly. Reference: : Content Files

NEW QUESTION # 15
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