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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q23-Q28):

NEW QUESTION # 23

A Marketing Cloud Account Engagement administrator wants to gather a prospect's company name and Job title, but only once they have captured prospect's first name, last name and email address in a previous form submission. Which feature should they use?

- A. Always display even if previously completed
- **B. Progressive Profiling**
- C. Dependent Fields
- D. reCaptcha

Answer: B

Explanation:

The feature that the Marketing Cloud Account Engagement administrator should use to gather a prospect's company name and job title, but only once they have captured the prospect's first name, last name, and email address in a previous form submission, is progressive profiling. Progressive profiling is a feature that allows the administrator to display different fields on a form based on the information that the prospect has already provided. This way, the administrator can avoid asking the same questions repeatedly and collect more information gradually. Progressive profiling can be enabled on a form by selecting the option "Always display even if previously completed" for the fields that are required, such as first name, last name, and email address, and selecting the option "Only display if progressive profiling is enabled and the field is blank" for the fields that are optional, such as company name and job title. This way, the form will only show the optional fields once the required fields are filled out. Always display even if previously completed, reCaptcha, and dependent fields are not features that can achieve the same goal as progressive profiling. Always display even if previously completed is an option that can be used to enable progressive profiling, but it is not a feature by itself. reCaptcha is a feature that can be used to prevent spam submissions on a form, but it does not affect the fields that are displayed on the form. Dependent fields are fields that are displayed or hidden based on the value of another field, but they do not depend on whether the prospect has already provided the information or not. Reference Progressive Profiling

NEW QUESTION # 24

LenoxSofit enabled the "Always Display Form After Submission" setting on their Marketing Cloud Account Engagement form. What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

- A. The thank-you content would continue to be shown.
- **B. The form would be displayed on the page once again.**
- C. The prospect would be redirected to a thank-you page.
- D. The prospect would receive an error message.

Answer: B

Explanation:

The expected behavior if a prospect refreshes the page after initially submitting the form with the "Always Display Form After Submission" setting enabled is that the form would be displayed on the page once again (B). This setting allows the form to be submitted multiple times by the same prospect, which is useful for fields that are set to always be displayed, such as reporting issues or comments. The prospect would not receive an error message (A), be redirected to a thank-you page, or see the thank-you content (D), as these options are not compatible with the "Always Display Form After Submission" setting. Reference: Account Engagement Form Troubleshooting and FAQ

NEW QUESTION # 25

What editions of Salesforce can sync with Marketing Cloud Account Engagement?

- A. Enterprise Edition and lower
- **B. Professional Edition and higher**
- C. Standard Edition and higher

Answer: B

Explanation:

According to the Salesforce documentation, the editions of Salesforce that can sync with Marketing Cloud Account Engagement are: C) Professional Edition and higher. A sync between Salesforce and Marketing Cloud Account Engagement is a feature that allows users to connect and exchange data between the two platforms, such as leads, contacts, accounts, campaigns, or opportunities. A

sync between Salesforce and Marketing Cloud Account Engagement can be configured by the administrator in the connector settings, and it can be customized for different objects, fields, or actions. A sync between Salesforce and Marketing Cloud Account Engagement can help users to keep their data consistent and accurate, to automate their sales and marketing processes, and to measure and optimize their performance and results. A sync between Salesforce and Marketing Cloud Account Engagement can be done with different editions of Salesforce, depending on the features and functionalities that the user needs. The editions of Salesforce that can sync with Marketing Cloud Account Engagement are: Professional Edition, Enterprise Edition, Unlimited Edition, and Performance Edition. These editions of Salesforce can sync with Marketing Cloud Account Engagement, and they can also access additional features, such as custom objects, multiple scoring categories, or B2B Marketing Analytics. The edition of Salesforce that cannot sync with Marketing Cloud Account Engagement is: Standard Edition. This edition of Salesforce does not have the ability to sync with Marketing Cloud Account Engagement, and it does not have access to the additional features that the other editions have. Therefore, the user needs to upgrade to a higher edition of Salesforce if they want to sync with Marketing Cloud Account Engagement and use the advanced features. Reference: Salesforce documentation

NEW QUESTION # 26

LenoxSofits marketing manager wants to keep email branding consistent. They want Marketing Cloud Account Engagement users to be able to select this email content when building out engagement studio programs, one-to-one emails, and autoresponders. How could this goal be achieved?

- A. Create and publish an email template
- B. Create an operational email
- C. Create an email template draft
- D. Create a list email draft

Answer: A

Explanation:

The best way to achieve the goal of keeping email branding consistent and allowing Marketing Cloud Account Engagement users to select the email content when building out engagement studio programs, one-to-one emails, and autoresponders is to create and publish an email template. An email template is a reusable email layout that can be used for different types of emails in Marketing Cloud Account Engagement. An email template can contain text, HTML, images, variable tags, and dynamic content. An email template can be customized to match the branding and design of the company's website and other marketing materials. An email template can be published to make it available for use in Marketing Cloud Account Engagement. Option B is not correct because an email template draft is a template that has not been published yet and cannot be used for emails until it is published. Option C is not correct because an operational email is a type of email that is sent to prospects regardless of their opt-in status and is used for important or transactional messages, such as invoices, receipts, or password resets. An operational email is not a reusable email layout and does not affect the branding consistency. Option D is not correct because a list email draft is an email that has not been sent yet and can be used only once. A list email draft is not a reusable email layout and does not affect the branding consistency.

NEW QUESTION # 27

Which two actions can be used to change a prospect's Marketing Cloud Account Engagement campaign? (Choose two answers.)

- A. Create a segmentation rule to change the Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.
- B. Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.
- C. Add the prospect to a static list.
- D. Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record.

Answer: B,D

Explanation:

The two actions that can be used to change a prospect's Marketing Cloud Account Engagement campaign are:

Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as changing their Marketing Cloud Account Engagement campaign to the one that is relevant to their attributes or behaviors.

Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record. You can also change a prospect's Marketing Cloud Account Engagement campaign by editing their prospect record and selecting a different campaign from the drop-down menu. This is useful when you want to change the Marketing Cloud Account Engagement campaign

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