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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q218-Q223):

NEW QUESTION # 218

What are 3 webinar connectors Marketing Cloud Account Engagement offers?

- A. AnyMeeting
- B. WebEx
- C. GoTo Webinar
- D. Adobe Connect
- E. ReadyTalk

Answer: C,D,E

Explanation:

Marketing Cloud Account Engagement offers three webinar connectors: Adobe Connect, ReadyTalk, and GoToWebinar. These connectors allow you to integrate Marketing Cloud Account Engagement with these web conferencing platforms and register prospects for webinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions. You can also sync webinar data, such as registrations and attendance, between Marketing Cloud Account Engagement and these platforms and use them for segmentation, automation, and reporting. Marketing Cloud Account Engagement does not offer webinar connectors for WebEx or AnyMeeting.

Answer A and E are incorrect because Marketing Cloud Account Engagement does not offer webinar connectors for WebEx or AnyMeeting, as explained above. Reference: [Webinar Connectors], [Set Up Webinar Connectors]

NEW QUESTION # 219

What is a behavior of conditional completion actions?

- A. Standard completion actions will only apply to prospects who do not meet the criteria of a conditional group.
- **B. Both standard and conditional completion actions can be used on the same asset.**
- C. Only one conditional group can be added per asset.
- D. Conditional actions only execute the first time the prospect who matches the criteria takes the action.

Answer: B

Explanation:

Conditional completion actions in Pardot allow for a more targeted approach in executing actions based on specific criteria met by prospects. A key behavior of these actions is that both standard (apply to all prospects) and conditional (apply only if certain conditions are met) completion actions can coexist on the same marketing asset. This dual functionality enhances the asset's ability to engage with different segments of the audience differently, based on their interactions or demographic information, thus allowing for more personalized and effective marketing tactics.

NEW QUESTION # 220

What is tracked by the custom email links generated by Marketing Cloud Account Engagement?

- **A. Page visits**
- **B. Link clicks**
- C. Unsubscribe
- **D. Email opens**
- E. Form completions

Answer: A,B,D

Explanation:

The custom email links generated by Marketing Cloud Account Engagement are tracked for link clicks, page visits and email opens. Link clicks are recorded when a prospect clicks on a link in an email. Page visits are recorded when a prospect visits a page on your website that has the Marketing Cloud Account Engagement tracking code. Email opens are recorded when a prospect opens an email and downloads the invisible image that Marketing Cloud Account Engagement inserts in the email. Form completions and unsubscribes are not tracked by the custom email links, but by other methods.

NEW QUESTION # 221

Form or Form Handler? I need to be able to edit and change my form directly.

- A. Form Handler
- **B. Form**

Answer: B

Explanation:

Marketing Cloud Account Engagement forms are the best option if you need to be able to edit and change your form directly. Marketing Cloud Account Engagement forms are built and managed completely in Marketing Cloud Account Engagement, and you can easily modify them using the form builder or the layout template. You can also preview and test your changes before publishing them. Form handlers, on the other hand, require you to edit and change your form on the external platform where it is hosted, and you may need to regenerate the code snippet if you add or remove any fields.

NEW QUESTION # 222

Where would an administrator go to check if the Email Sending Domains are set up properly after updating the DNS?

- A. The Sent Emails Page
- B. The System Preferences Page
- C. The Dashboard
- **D. Admin-Domain Management**

Answer: D

Explanation:

The administrator should go to Admin-Domain Management to check if the Email Sending Domains are set up properly after updating the DNS. Email Sending Domains are domains that you can use to send emails from Marketing Cloud Account Engagement, and they require verification and authentication to ensure that your emails are delivered and not marked as spam. To verify and authenticate your Email Sending Domains, you need to update the DNS records of your domain with the values provided by Marketing Cloud Account Engagement. After updating the DNS, you can go to Admin-Domain Management and click the Verify Now button to check if your Email Sending Domains are verified and authenticated

NEW QUESTION # 223

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