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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q42-Q47):

NEW QUESTION # 42
The VP of Marketing wants to see all automation rules and engagement studio programs that a prospect has been a member of. Where should the VP of Marketing look to find this information?

- A. Lifecycle report
- B. Scoring rules
- C. Automation settings
- D. Prospect's Audits tab

Answer: A

Explanation:
According to the [Salesforce documentation], the best place to look for all automation rules and engagement studio programs that a prospect has been a member of is the Prospect's Audits tab. This tab shows a detailed history of all the actions and activities that have occurred for a prospect, including the automation rules and engagement studio programs that they have been added to, removed from, or completed. The Automation settings, Scoring rules, and Lifecycle report do not provide this information, as they are related to the configuration, scoring, and reporting of the automation and engagement features, not the individual prospect's history. Reference: [Salesforce documentation]

NEW QUESTION # 43
How can a visitor convert to a prospect?

- A. Submitting a form on a landing page
- B. Receiving a marketing email
- C. Viewing an embedded form
- D. Visiting a tracked website

Answer: A

Explanation:
The way a visitor can convert to a prospect is by submitting a form on a landing page. A visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A visitor becomes a prospect when they fill out a Marketing Cloud Account Engagement form, which captures their email address and other information. A landing page is a web page that contains a form and a call to action, such as downloading a file or registering for an event. When a visitor submits a form on a landing page, they become a prospect and can be tracked and nurtured by Marketing Cloud Account Engagement. Viewing an embedded form, visiting a tracked website, or receiving a marketing email are not ways to convert a visitor to a prospect, as they do not capture the visitor's email address or identify them as a prospect. Reference [Visitors and Prospects] [Landing Pages and Forms]

NEW QUESTION # 44
Users can be imported into Marketing Cloud Account Engagement

- A. False
- B. True

Answer: B

Explanation:
Users can be imported into Marketing Cloud Account Engagement from a CSV file or from Salesforce3. You can also manually add users individually or in bulk3. Importing users can help you save time and ensure consistency in your user management3

NEW QUESTION # 45
What are the limitations of connecting Marketing Cloud Account Engagement to a Salesforce Sandbox account?

- A. You cannot sync with a sandbox at all
- B. Marketing Cloud Account Engagement can't "wipe" data, so you will need to manually delete any prospects and data that is brought into your Marketing Cloud Account Engagement account from the sandbox connector before enabling the connector for your production instance.
- C. If connected to a sandbox first, when you create your production connector, all prospects will not automatically queue to sync.

Answer: B,C

Explanation:
The limitations of connecting Marketing Cloud Account Engagement to a Salesforce Sandbox account are: if connected to a sandbox first, when you create your production connector, all prospects will not automatically queue to sync, and Marketing Cloud Account Engagement can't "wipe" data, so you will need to manually delete any prospects and data that is brought into your Marketing Cloud Account Engagement account from the sandbox connector before enabling the connector for your production instance. A Salesforce Sandbox account is a copy of your production environment that you can use for testing and development

purposes. Marketing Cloud Account Engagement Sandboxes are test versions of a Marketing Cloud Account Engagement Business Unit that you can provision within a Salesforce Sandbox. However, Marketing Cloud Account Engagement Sandboxes have some limitations that you need to be aware of before using them. One limitation is that if you connect Marketing Cloud Account Engagement to a Salesforce Sandbox first, and then create a production connector, the prospects in your Marketing Cloud Account Engagement account will not automatically sync with the production environment. You will need to manually sync them or use an automation tool to do so. Another limitation is that Marketing Cloud Account Engagement cannot erase the data that is brought into your Marketing Cloud Account Engagement account from the sandbox connector, such as prospects, fields, and assets. You will need to manually delete them before enabling the connector for your production instance, or else you will end up with duplicate or unwanted data in your Marketing Cloud Account Engagement account1112 Reference: 11: Marketing Cloud Account Engagement Sandboxes: What They Can, and Can't Do12: Use Marketing Cloud Account Engagement Sandboxes

NEW QUESTION # 46
LenoxSoft uses a custom account field in Salesforce and wants to use it for segmentation in Marketing Cloud Account Engagement.
What should an administrator do to be able to use the custom field in Marketing Cloud Account Engagement?

- A. Map the account field in Salesforce to a contact field that is already syncing with Marketing Cloud Account Engagement.
- B. Create a custom account field in Marketing Cloud Account Engagement and map it to the account field in Salesforce.
- C. Make no changes. Only default account fields can sync to Marketing Cloud Account Engagement.
- D. Edit an existing default account field m Marketing Cloud Account Engagement and map it to the account file m Salesforce.

Answer: B

Explanation:
The correct way to use a custom account field in Salesforce for segmentation in Marketing Cloud Account Engagement is to create a custom account field in Marketing Cloud Account Engagement and map it to the account field in Salesforce. This will allow you to sync the data between the two systems and use the custom field as a segmentation criterion in Marketing Cloud Account Engagement. You can create a custom account field in Marketing Cloud Account Engagement by going to Settings > Object and Field Configuration > Prospect Account Fields > Add Custom Field. Then, you can map it to the corresponding account field in Salesforce by selecting it from the drop-down menu

NEW QUESTION # 47
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