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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q164-Q169):

NEW QUESTION # 164

LenoxSoft has a yearly conference and is using a Pardot form on a computer tablet.

What can a Pardot administrator enable the form in order to reset the form after each new submission?

- A. Kiosk/Data Entry Mg
- B. Completion actions
- C. A URL redirect
- D. Bot protection via a honeypot

Answer: A

Explanation:

For a Pardot form used on a computer tablet in a setting like a conference, the Kiosk/Data Entry Mode is an ideal feature to enable. This mode is specifically designed for public or shared use scenarios, where multiple individuals will be filling out the form in succession. When this mode is enabled, the form automatically resets after each submission, clearing all previously entered data and preparing the form for the next user. This ensures that each participant sees a fresh form, preventing the accidental sharing of

personal information between users and facilitating a smooth data entry process in high-traffic environments.

NEW QUESTION # 165

A repeating engagement program is set to allow prospects to be eligible to re-enter every 90 days and has a total entries limit of 5. A user decides that the total entries limit should be changed to 10. The user pauses the program, changes the total entries limit to 10 and restarts the program.

What will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit?

- A. Prospects will re-enter the program after waiting another 90 days.
- **B. Prospects will re-enter the program immediately.**
- C. Prospects will NOT re-enter the program until manually approved to re-enter.
- D. Prospects will remain ineligible to re-enter the program.

Answer: B

Explanation:

The answer that correctly describes what will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit is that prospects will re-enter the program immediately. A repeating engagement program is a type of program that allows prospects to re-enter the program after a certain period of time, such as 90 days, and up to a certain number of times, such as 5. If a user changes the total entries limit to a higher number, such as 10, the prospects who have already reached the previous limit, but are eligible to re-enter based on the time period, will re-enter the program as soon as the user restarts the program. Prospects will not re-enter the program after waiting another 90 days, remain ineligible to re-enter the program, or not re-enter the program until manually approved, as these are not the effects of changing the total entries limit². Reference: 2: Repeating Engagement Programs

NEW QUESTION # 166

What activities are completion actions available for?

- **A. Page actions**
- **B. Emails**
- C. Automation rules
- **D. Forms**
- **E. Custom Redirects**
- **F. Files**

Answer: A,B,D,E,F

Explanation:

The correct answer is A, B, C, E, and F. Completion actions are tasks that are performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags. Completion actions are available for the following activities: custom redirects, emails, forms, files, and page actions. You cannot use completion actions for automation rules, as they are a different type of criteria-based action that is triggered when a prospect matches the rule.

Answer D is incorrect because completion actions are not available for automation rules, as explained above. Reference: Completion Actions, [Automation Rules]

NEW QUESTION # 167

What does Marketing Cloud Account Engagement use to track HTML email opens?

- A. A tracking pixel loads on text emails when images are downloaded.
- B. Opens are only tracked if a link is clicked; otherwise they are NOT tracked.
- **C. A tracking pixel loads on HTML emails when images are downloaded.**
- D. A tracking link is used as soon as a prospect clicks to open the email.

Answer: C

Explanation:

Marketing Cloud Account Engagement uses a tracking pixel to track HTML email opens. A tracking pixel is a small image that is embedded in an HTML email, and it loads when the recipient opens the email and downloads the images. Marketing Cloud Account Engagement uses the tracking pixel to record the email open activity and associate it with the prospect record. Marketing Cloud Account Engagement does not use a tracking link to track HTML email opens, because a tracking link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the recipient to the original URL. Marketing Cloud Account Engagement does not track email opens only if a link is clicked, because email opens and link clicks are different activities that are tracked separately. Marketing Cloud Account Engagement does not use a tracking pixel to track text email opens, because text emails do not support images or HTML.

NEW QUESTION # 168

An Administrator wants to have a thank you email sent after the form on the "Request a Demo" landing page is submitted. Where can this be configured to ensure that every time the landing page is completed, the email is sent?

- A. Configure an automation rule to send the email when "Request a Demo" form has been successfully completed.
- B. Configure an autoresponder email to send as a completion action when the "Request a Demo" landing page has been submitted.
- C. Configure a segmentation rule to send the email when "Request a Demo" landing page has been successfully completed.
- **D. Configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted.**

Answer: D

Explanation:

The best way to configure a thank you email to be sent after the form on the "Request a Demo" landing page is submitted is to configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted. An autoresponder email is an email that is automatically sent to a prospect after they complete a desired activity, such as submitting a form or clicking a custom link. You can use autoresponder emails to thank your prospects, confirm their actions, or provide them with additional information or content. A completion action is an action that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. You can use completion actions to perform actions on the prospects who complete the activity, such as adding them to a list, assigning them to a user, or changing their field values. To configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted, you need to go to Marketing > Forms > Forms > Request a Demo > Completion Actions > Add New Action > Send Autoresponder Email, and select the email that you want to send.

NEW QUESTION # 169

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