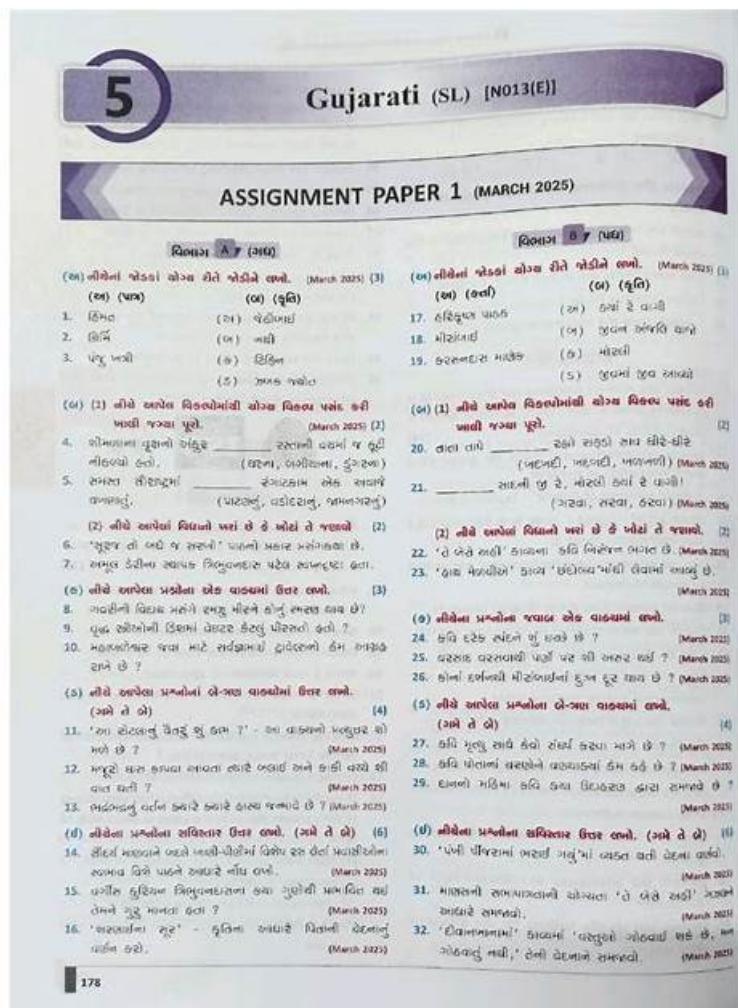


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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q274-Q279):

NEW QUESTION # 274

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 block 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 file 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 # 275

Which two capabilities are true for completion actions? Choose 2 answers

- A. Completion actions are applied retroactively.
- B. Completion actions apply to both visitors and prospects
- C. Completion actions cannot be applied directly on a landing page.
- D. Completion actions do not execute on image file downloads

Answer: C,D

Explanation:

According to the Salesforce documentation, the two capabilities that are true for completion actions are: C) Completion actions cannot be applied directly on a landing page, and D) Completion actions do not execute on image file downloads. A completion action is an automation tool that can be used to perform an action after a prospect successfully completes a marketing element, such as clicking a link in an email, submitting a form, or visiting a web page. A completion action can be used to perform actions such as adding a prospect to a list, assigning a prospect to a user, sending an autoresponder email, or adjusting a prospect's score. Completion actions cannot be applied directly on a landing page, as landing pages do not have completion actions. However, completion actions can be applied on the forms or custom redirects that are embedded on the landing page. Completion actions do not execute on image file downloads, as image file downloads are not considered as completion events. However, completion actions can be executed on other types of file downloads, such as PDFs or Word documents. Completion actions are not applied retroactively, as they are only applied to prospects who complete the marketing element after the completion action is created. Completion actions do not apply to both visitors and prospects, as they only apply to prospects who have been identified by their email address or their Marketing Cloud Account Engagement tracking cookie. Reference: Salesforce documentation

NEW QUESTION # 276

What happens to wait when a user paused an engagement studio and the prospect still has time remaining on the wait period.

- A. The wait time continues to process and the prospect will immediately process to next step once the remaining wait time is fulfilled.
- B. The wait time continues to process and the prospect will immediately process to next step when program resumes.
- C. The wait time is paused and the prospect will immediately process to next step when program resumes.
- D. The wait time is paused and the prospect will finish the remaining wait time when the program resumes and process to next step.

Answer: D

Explanation:

What happens to the wait time when a user pauses an engagement studio program and the prospect still has time remaining on the wait period is that the wait time is paused and the prospect will finish the remaining wait time when the program resumes and proceed to the next step. An engagement studio program is a program that automates the delivery of emails and other actions based on the behavior and criteria of the prospects. A wait time is a period of time that the program waits before executing the next step. When a user pauses an engagement studio program, the prospects in the program are also paused and their wait times are not affected. Therefore, when the user resumes the program, the prospects resume from where they left off and finish the remaining wait time before moving to the next step. The other options are not what happens to the wait time when a user pauses an engagement studio program. Reference [Engagement Studio FAQ]

NEW QUESTION # 277

LenoxSoft needs their form to post directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission.

Which Marketing Cloud Account Engagement tool should they use?

- A. Dynamic Content
- B. Form Handler
- C. Custom Redirect
- D. Marketing Cloud Account Engagement Form

Answer: B

Explanation:

To post a form directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission, LenoxSoft should use the form handler tool in Marketing Cloud Account Engagement. This tool allows them to use their own forms while still sending the data to Marketing Cloud Account Engagement. They can specify the third-party platform's URL as the post URL in the form handler settings and map the form fields to Marketing Cloud Account Engagement fields. Reference: [Marketing Cloud Account Engagement Form Handler]

NEW QUESTION # 278

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

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

Answer: B,D,E

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 # 279

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