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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q214-Q219):

NEW QUESTION # 214
Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead's Marketing Cloud Account Engagement information (score/grade) transferred over. How do you address this issue?

- A. The administrator needs to create lookup fields on the contact to see this from the lead.
- B. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.
- C. Once converted, this information shows on the account record and not the contact.
- D. Marketing Cloud Account Engagement only shows this information on the lead record.

Answer: B

Explanation:

According to the Salesforce documentation, the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce can be addressed by making sure that the administrator has mapped the lead fields to the contact fields in Salesforce. A field mapping is a feature that allows users to sync the data between Marketing Cloud Account Engagement and Salesforce fields, such as name, email, score, or grade. A field mapping can be configured by the administrator in the connector settings, and it can be customized for different objects, such as leads, contacts, or accounts. When a lead is converted to a contact in Salesforce, the Marketing Cloud Account Engagement information (score/grade) should transfer over to the contact record, as long as the lead fields and the contact fields are mapped correctly in the connector settings. If the fields are not mapped correctly, the Marketing Cloud Account Engagement information (score/grade) will not transfer over, and the contact record will not reflect the Marketing Cloud Account Engagement data. Therefore, the administrator needs to make sure that the lead fields and the contact fields are mapped correctly in the connector settings, and that the sync between Marketing Cloud Account Engagement and Salesforce is working properly. Marketing Cloud Account Engagement only showing this information on the lead record, this information showing on the account record and not the contact, or the administrator needing to create lookup fields on the contact to see this from the lead are not the correct ways to address the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce, as they are either inaccurate, irrelevant, or unnecessary options for the field mapping or the data sync. Reference: Salesforce documentation

NEW QUESTION # 215

A Marketing Cloud Account Engagement administrator would like to provide access to their eBook once their form has been submitted.
Which the methods would accomplish this?
Choose 2 answers

- A. Re-direct the prospect to the eBook instead of showing the forms Thank You Content.
- B. Use a form completion action to send an autoresponder email with the eBook.
- C. Include a link to the eBook in the Below Form section of the form.
- D. Use a form completion action to Initiate an auto-download of the eBook.

Answer: A,B

Explanation:
Two methods that would accomplish providing access to an eBook once a form has been submitted are using a form completion action to send an autoresponder email with the eBook, and re-directing the prospect to the eBook instead of showing the form's Thank You Content. A form completion action is a way of defining what happens after a prospect submits a form, such as sending an email, adding to a list, or adjusting a score. An autoresponder email is a type of email that is automatically sent to a prospect when they perform a specific action, such as submitting a form. A Thank You Content is a web page that is displayed after a prospect submits a form, such as a confirmation message or a link to a resource. Using a form completion action to initiate an auto-download of the eBook, or including a link to the eBook in the Below Form section of the form are not methods that would accomplish providing access to an eBook once a form has been submitted, as they either involve downloading the eBook before submitting the form, or displaying the link to the eBook before submitting the form4. Reference: 4: [Create a Form]

NEW QUESTION # 216

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

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

Answer: A,C,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 # 217
A form is created to automatically register prospects to a webinar upon submission.
Which automation tool should be used to accomplish this?

- A. Creating an automation rule to register prospects based on the form submission.
- B. Creating a segmentation rule to register prospects based on the form submission.
- C. Adding a form completion action as criteria for a dynamic list to be used as a recipient list.
- D. Adding a completion action to register prospects on the form.

Answer: A

Explanation:
The automation tool that should be used to accomplish this is creating an automation rule to register prospects based on the form submission. 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 registering them for a webinar. For example, you can create an automation rule that matches prospects who have submitted a specific form, and then use the action Register for Webinar to register them for the webinar that is integrated with Marketing Cloud Account Engagement.

NEW QUESTION # 218
LenoxSoft conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened.
What three data points can be found in the prospect's Audits tab to help determine what updates were made?
Choose 3 answers

- A. The prospect fields that were updated
- B. The amount of time the prospect spent viewing the website
- C. The data and time when a prospect was assigned
- D. The Lifecycle Report filtered by timeframe
- E. The lists that that prospect was added to or removed from

Answer: A,C,E

Explanation:
The prospect's Audits tab shows the history of changes made to the prospect's record, such as field updates, list changes, and assignment dates. These data points can help determine what updates were made during the database clean-up project and how they affected the prospects. The Lifecycle Report, the amount of time the prospect spent viewing the website, and the unique clicks are not data points that can be found in the Audits tab, but they can be found in other reports or tabs in Marketing Cloud Account Engagement. Reference Prospect Audits

NEW QUESTION # 219
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