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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q178-Q183):

NEW QUESTION # 178

What Information does the tooltip above each step on the engagement studio program report provide?

- A. High-level metrics only for prospects who left the program at each step
- B. High-level metrics only for prospects who have completed the step
- C. High-level metrics only for prospects waiting to complete each step
- D. High-level metrics only for prospects who have skipped each step

Answer: B

Explanation:
According to the Salesforce documentation, the information that the tooltip above each step on the engagement studio program report provides is high-level metrics only for prospects who have completed the step. An engagement studio program report is a report that shows the performance and results of an engagement program, such as the number of prospects, emails, and conversions. The tooltip above each step on the program report shows the number and percentage of prospects who have completed that step, as well as the number and percentage of prospects who have taken the positive, negative, or neutral path after that step. The tooltip does not show the metrics for prospects who are waiting to complete, who have left, or who have skipped each step, as these are shown in other sections of the report. Reference: Salesforce documentation

NEW QUESTION # 179
What is an identified visitor?

- A. A visitor who has provided their organization in a Marketing Cloud Account Engagement form.
- B. A visitor whose organization has been identified using a reverse IP lookup.
- C. A visitor who has been matched with a Marketing Cloud Account Engagement prospect record.
- D. A visitor who has provided their contact Information in a Marketing Cloud Account Engagement form.

Answer: D

Explanation:
An identified visitor is a visitor who has provided their contact information in a Marketing Cloud Account Engagement form. This means that the visitor has converted into a prospect and has a record in Marketing Cloud Account Engagement. Marketing Cloud Account Engagement can track the activities and behavior of identified visitors using a cookie that is placed on their browser when they fill out a form. Identified visitors are different from anonymous visitors, who have not provided any contact information and are only tracked by their IP address, and from visitors whose organization has been identified using a reverse IP lookup, who may or may not have a prospect record in Marketing Cloud Account Engagement

NEW QUESTION # 180
Which two events allow for a prospect's Marketing Cloud Account Engagement campaign to be set? (Choose two answers.)

- A. When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which will associate prospects with third-party campaigns.
- B. When prospects are added to a static list.
- C. When new prospects are imported into Marketing Cloud Account Engagement via a .csv file.
- D. When a profile is associated with the prospects.

Answer: A,C

Explanation:
The two events that allow for a prospect's Marketing Cloud Account Engagement campaign to be set are:
When new prospects are imported into Marketing Cloud Account Engagement via a .csv file. A Marketing Cloud Account Engagement campaign is a marketing initiative that you use to track the first touch point with your prospects, such as a trade show, a webinar, or a Google Ad. You can assign a Marketing Cloud Account Engagement campaign to your prospects when you import them into Marketing Cloud Account Engagement via a .csv file, which is a file that contains the prospect data in a comma-separated format. You can use the Marketing Cloud Account Engagement campaign field in the .csv file to specify the campaign that you want to associate with the prospects, or you can use the default campaign that you select when you upload the file4.
When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which will associate prospects with third-party campaigns. The Google Analytics connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your Google Analytics account, and sync the campaign data between them. You can use the Google Analytics connector to append UTM parameters to your Marketing Cloud Account Engagement tracked links, and associate

prospects with third-party campaigns, such as Google Ads, Facebook Ads, or Twitter Ads. UTM parameters are tags that you can add to the end of a URL to track the source, medium, campaign, term, and content of your web traffic. When a prospect clicks on a Marketing Cloud Account Engagement tracked link that contains UTM parameters, Marketing Cloud Account Engagement will set the prospect's Marketing Cloud Account Engagement campaign to the value of the utm_campaign parameter, if it exists.

NEW QUESTION # 181

A form is used to capture prospect data for a yearly conference. The form needs to add prospects to a list after the submit, but it should not retroactively apply actions to prospects that have already filled out the form.
What automation tool would effectively achieve this goal?

- A. Use a segmentation rule to add prospects to a list
- B. Use an automation rule to add prospects to a list
- C. Use a dynamic list to add prospects to a list
- D. Use a completion action to add prospects to a list

Answer: D

Explanation:
The automation tool that would effectively achieve the goal of adding prospects to a list after they submit a form, but not retroactively applying actions to prospects that have already filled out the form, is a completion action. Completion actions are actions that are triggered when a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. Completion actions are executed in real time and only affect the prospects who complete the activity after the action is set up. Segmentation rules, dynamic lists, and automation rules are not suitable for this goal, as they are either retroactive, recurring, or based on criteria other than a specific activity. Reference Completion Actions Overview

NEW QUESTION # 182

A marketing user pauses an Engagement Studio program and adds a new recipient list.
What will happen to the newly added prospects when the program is resumed?

- A. Prospects will skip steps to start the program on the same steps the existing prospects are on.
- B. Prospects will not begin the program until all existing prospects reach an end step.
- C. Prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps.
- D. Prospects will begin the program on the first step regardless of where the existing prospects are In the program.

Answer: C

Explanation:
When a marketing user pauses an Engagement Studio program and adds a new recipient list, the newly added prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps when the program is resumed. This is because Action steps are time-based and cannot be retroactively applied, while Trigger and Rule steps are condition-based and can be applied at any point in the program1. Reference: 1: [Engagement Studio FAQ]

NEW QUESTION # 183

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