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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q72-Q77):

NEW QUESTION # 72

What aspect of a Prospect record represents their overall level of interest?

- A. Grade
- **B. Score**
- C. Profile
- D. Account

Answer: B

Explanation:

The aspect of a Prospect record that represents their overall level of interest is Score. The score is a numerical value that measures the implicit interest of a prospect based on their engagement with marketing activities, such as opening emails, clicking links, and visiting landing pages. The score can increase or decrease based on the actions that a prospect takes, and can help marketers prioritize and segment their prospects. Grade, Profile, and Account are not aspects of a Prospect record that represent their overall level of interest, as they measure different attributes of a prospect, such as their explicit fit, their completeness, or their company information³. References: ³: Scoring and Grading Prospects

NEW QUESTION # 73

What type of Information do rule step types look for in engagement studio programs?

- **A. Prospect criteria**
- B. Prospect Interest
- C. Prospect behavior
- D. Prospect activity

Answer: A

Explanation:

Explanation

Rule step types in engagement studio programs are used to check the prospect criteria, such as field values, list membership, tags, grades, scores, etc. Rule steps can branch the program based on whether the prospect meets the criteria or not. For example, a rule step can check if the prospect has a certain job title or industry and send them different emails accordingly. Prospect interest, behavior, and activity are not rule step types, but they can be used as criteria for rule steps. References Engagement Studio: Rule Steps

NEW QUESTION # 74

What is a capability of a completion action?

- **A. Remove a prospect from a list**
- B. Send a list email to a prospect
- C. Adjust a prospect's account field
- D. Increase a prospect's grade

Answer: A

Explanation:

Explanation

A completion action is a type of action that allows marketers to define what happens after a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. One of the capabilities of a completion action is to remove a prospect from a list. This can be useful for managing list membership, suppressing prospects from future sends, or moving prospects to different lists based on their behavior. A completion action cannot send a list email to a prospect, increase a prospect's grade, or adjust a prospect's account field². References: ²: Completion Actions

NEW QUESTION # 75

What factors are involved with and determine email deliverability?

(Choose 2)

- **A. Sender Policy Framework (SPF)**

- B. CAN-SPAM
- C. Whitelist
- **D. Domain Keys**
- E. Sender ID

Answer: A,D

Explanation:

Email deliverability is the measure of how successfully your emails reach the inbox of your recipients without bouncing or being marked as spam. Email deliverability depends on several factors, such as your sender reputation, your email content, and your email authentication. Two of the most important email authentication methods are Sender Policy Framework (SPF) and DomainKeys Identified Mail (DKIM). SPF is a protocol that allows you to specify which IP addresses are authorized to send emails from your domain.

DKIM is a protocol that allows you to digitally sign your emails with a private key and verify them with a public key published in your domain's DNS records. Both SPF and DKIM help prevent email spoofing and phishing, and improve your sender reputation and deliverability.

NEW QUESTION # 76

When prospects register via a Marketing Cloud Account Engagement form, they will still receive GoToWebinar's reminder and registration emails.

- **A. True**
- B. False

Answer: A

Explanation:

Explanation

When prospects register via a Marketing Cloud Account Engagement form, they will still receive GoToWebinar's reminder and registration emails. This is because Marketing Cloud Account Engagement integrates with GoToWebinar and automatically registers prospects for the webinar when they fill out the form. Marketing Cloud Account Engagement also syncs the attendance and other webinar data with the prospect records. However, Marketing Cloud Account Engagement does not send the webinar emails, which are handled by GoToWebinar.

NEW QUESTION # 77

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