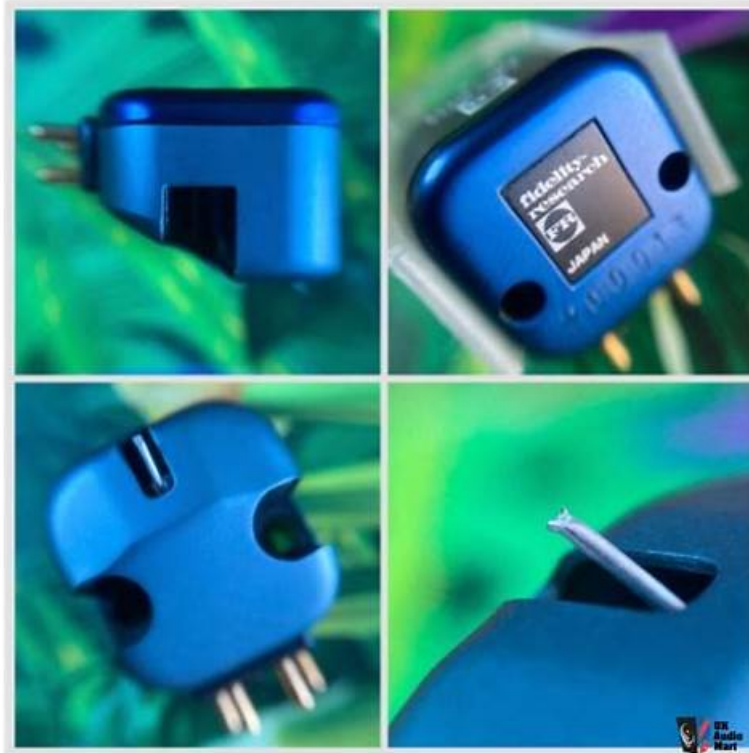


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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q223-Q228):

NEW QUESTION # 223

Form or Form Handler? I need to maintain my current lead flow.

- A. Form
- **B. Form Handler**

Answer: B

Explanation:

Form handlers are also the best option if you need to maintain your current lead flow, such as using your own CRM or lead management system. Form handlers allow you to keep your existing forms and processes, while still capturing the prospect data in Marketing Cloud Account Engagement. You can also use form handlers to avoid changing the look and feel of your forms, or to comply with any regulations or policies that require you to use your own forms

NEW QUESTION # 224

A marketing manager sent an email template last week to their "Hot Prospects" list, which is populated dynamically based on the prospects' scores. They want to send the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again.

How should they accomplish this?

- A. Create a new dynamic list using the criteria "Prospect email template", the template name, and "was not received" and then use it as the recipient list when sending the email template.
- B. Send the email template to the "Hot Prospects" list, but select the "deduplicate" option to remove recipients that already received the email last week.
- C. Send the email template to the "Hot Prospects" list like last time; the prospects that received it before will be automatically suppressed from receiving the same email template.
- **D. Create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the "Hot Prospects" list.**

Answer: D

Explanation:

The best way to accomplish the goal of sending the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again, is to create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the "Hot Prospects" list. This way, the prospects who already received the email will be excluded from the recipient list, and only the new prospects who match the dynamic criteria will receive the email. Creating a new dynamic list using the criteria "Prospect email template", the template name, and "was not received" (A) is not a valid option, as there is no such criteria available for dynamic lists. Sending the email template to the "Hot Prospects" list, but selecting the "deduplicate" option (B) is not a valid option, as the deduplicate option only removes duplicate prospects within the same list, not across different lists. Sending the email template to the "Hot Prospects" list like last time (D) is not a valid option, as the prospects that received it before will not be automatically suppressed from receiving the same email template, unless the email template has the option "Do not send to prospects who have already received this email" enabled. Reference: Create a Dynamic List, Send a List Email

NEW QUESTION # 225

Which three triggers could be used to define a prospects path in an engagement studio program?

Choose 3 answers

- **A. Email open**
- B. Prospect grade
- C. File download
- **D. Custom redirect click**
- **E. List membership**

Answer: A,D,E

Explanation:

In Engagement Studio programs within Pardot, the paths that prospects take can be defined by various triggers based on their actions or statuses. The following are valid triggers:

List membership: This trigger checks if the prospect belongs to a specific list, allowing for tailored engagements based on list

segmentation.

Email open: This monitors whether a prospect has opened an email, serving as a behavioral trigger for further actions.

Custom redirect click: This trigger checks if the prospect has clicked on a custom redirect link, which is often used to track engagement with specific content or calls to action. These triggers help in dynamically steering prospects through different paths based on their interactions with marketing materials.

NEW QUESTION # 226

A client submits their Marketing Cloud Account Engagement form to test the form's completion actions. After they submit the form, none of the completion actions are applied to their prospect record. What explanation do you give as to why the actions did not occur?

- **A. The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors.**
- B. The 'email' form field was set up to exclude free email addresses, so even though they submitted the form successfully, the Gmail address they used prevented the completion actions from running.
- C. Kiosk mode was enabled on the form, so completion actions did not run.
- D. The client did not un-pause the completion actions.

Answer: A

Explanation:

According to the Salesforce documentation, the explanation for why the completion actions did not occur when the client submitted their Marketing Cloud Account Engagement form to test the form's completion actions is: A) The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors. A visitor filter is a feature that allows users to exclude certain visitors from being tracked and reported in Marketing Cloud Account Engagement. A visitor filter can be based on IP address, location, or domain. A visitor filter can help users to avoid tracking their own activities or those of their competitors. 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 submitting a form, clicking a link, 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. However, completion actions do not occur on filtered visitors, as they are not tracked or reported in Marketing Cloud Account Engagement. Therefore, if the client has a visitor filter set up to filter activities from their IP address, the completion actions will not occur when they submit the form. The 'email' form field being set up to exclude free email addresses, the client not un-pausing the completion actions, or kiosk mode being enabled on the form are not the explanations for why the completion actions did not occur when the client submitted their Marketing Cloud Account Engagement form to test the form's completion actions, as they are either irrelevant, incorrect, or nonexistent options for the form or the completion actions. Reference: Salesforce documentation

NEW QUESTION # 227

LenoxSoft wants the "State" field to appear in real-time whenever a prospect selects "United States" for the "Country" field when completing their Marketing Cloud Account Engagement form.

Which form feature should be utilized?

- A. Kiosk/Data Entry Mode
- **B. Progressive Profiling**
- C. Dependent fields
- D. Email Validation

Answer: B

NEW QUESTION # 228

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