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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q184-Q189):

NEW QUESTION # 184
LenoxSoft has multiple forms containing a "Comments" field on their website. The administrator would like for this field to be visible and empty every time a prospect returns to one of their forms.
Which two form field options should be enabled? Choose 2 answers

- A. Display other fields in this form based on the value of this field
- B. Maintain the initial value upon subsequent form submissions
- C. Do not prefill
- D. Always display even if previously completed

Answer: B,D

Explanation:
According to the Salesforce documentation, the two form field options that should be enabled to make the "Comments" field visible and empty every time a prospect returns to one of the forms are: B) Always display even if previously completed, and C) Maintain the initial value upon subsequent form submissions. The Always display even if previously completed option ensures that the field is not hidden or pre-filled with the previous value when the prospect revisits the form. The Maintain the initial value upon subsequent form submissions option ensures that the field is not overwritten with the new value when the prospect submits the form again. These two options combined will make the field appear as visible and empty every time the prospect returns to the form. The Do not prefill option will prevent the field from being pre-filled with the prospect's information from Marketing Cloud Account Engagement or Salesforce, but it will not prevent the field from being pre-filled with the previous value from the same form. The Display other fields in this form based on the value of this field option will create a dependent field that will show or hide other fields based on the value of the "Comments" field, but it will not affect the visibility or emptiness of the "Comments" field itself. Reference: Salesforce documentation

NEW QUESTION # 185
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. Progressive Profiling
- B. Kiosk/Data Entry Mode
- C. Dependent fields
- D. Email Validation

Answer: A

NEW QUESTION # 186
What does the Data.com connector allow you to do?

- A. Sync all your prospects to Salesforce
- B. Connect with your meeting software
- C. Quickly jump into the Data.com results for a prospect or their company

Answer: C

Explanation:
The Data.com connector allows you to quickly jump into the Data.com results for a prospect or their company. This feature enables you to access additional information and insights about your prospects and accounts from Data.com, such as industry, revenue, employee count, contact details and more. The Data.com connector does not sync your prospects to Salesforce, connect with your meeting software or do anything else.

NEW QUESTION # 187
Rules, Form completion actions, and more.
What are 3 social posting connectors Marketing Cloud Account Engagement offers?

- A. Instagram
- B. Facebook
- C. LinkedIn
- D. Snapchat
- E. Twitter

Answer: B,C,E

Explanation:
Marketing Cloud Account Engagement offers three social posting connectors: Twitter, Facebook, and LinkedIn. These connectors allow you to create and schedule social media posts from Marketing Cloud Account Engagement and track the engagement of your prospects. Marketing Cloud Account Engagement does not offer social posting connectors for Instagram or Snapchat. Reference:

[Social Posting], [Set Up Social Posting Connectors]

NEW QUESTION # 188

None of the above

Email, First Name, and Last Name are required fields in order for GoToWebinar to register a new user to an event.

- A. False
- B. True

Answer: A

Explanation:

Email, First Name, and Last Name are not required fields in order for GoToWebinar to register a new user to an event. GoToWebinar is a web conferencing platform that allows you to host and join online meetings, webinars, and trainings. You can integrate Marketing Cloud Account Engagement with GoToWebinar using the GoToWebinar connector, which allows you to register prospects for GoToWebinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions. However, the only required field for GoToWebinar registration is Email. You can also include other fields, such as First Name, Last Name, Phone, or Company, but they are not mandatory. If you do not include these fields, Marketing Cloud Account Engagement will use the default values from the prospect's record or the connector settings.

Answer A is incorrect because Email, First Name, and Last Name are not required fields in order for GoToWebinar to register a new user to an event, as explained above. Reference: [GoToWebinar Connector], [Set Up the GoToWebinar Connector]

NEW QUESTION # 189

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