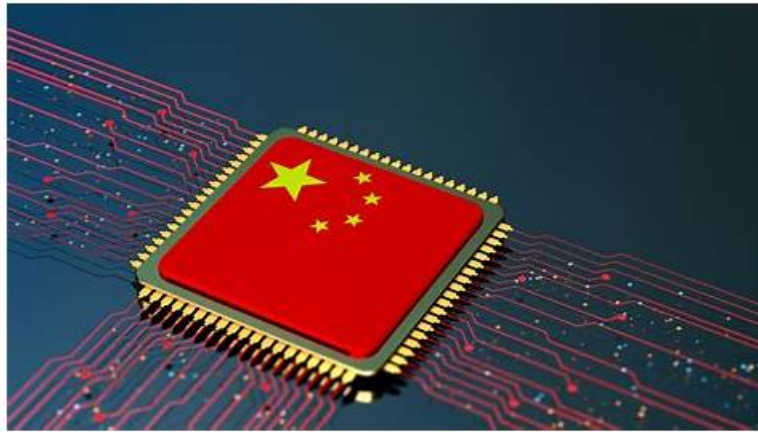


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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q200-Q205):

NEW QUESTION # 200

How can you delete a prospect?

- A. Through the prospect table actions.
- B. You can't delete prospects.
- C. Through a completion action.
- D. Through an automation rule.

Answer: A

Explanation:

You can delete a prospect through the prospect table actions. The prospect table is a list of all the prospects in your Marketing Cloud Account Engagement account, which you can access by navigating to Prospects > Prospect List. From there, you can select one or more prospects and click on the Tools button to see the available actions. One of the actions is Delete, which will permanently remove the selected prospects from your Marketing Cloud Account Engagement account. You can also delete a single

prospect by clicking on their name and then clicking on the Delete button on their record.

Answer A is incorrect because you cannot delete a prospect through a completion action. A completion action is a task that is performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not deleting them. Answer B is incorrect because you cannot delete a prospect through an automation rule. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use automation rules to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not deleting them. Answer C is incorrect because you can delete prospects, as explained above. Reference: Prospect List, [Delete Prospects], [Completion Actions], [Automation Rules]

NEW QUESTION # 201

When would a completion action on a custom redirect be triggered?

- A. Completion actions for custom redirects will only apply to prospects once they have been assigned.
- B. Completion actions will apply to visitors who convert to prospects after clicking on a custom redirect.
- C. Completion actions will apply to visitors on the first time a custom redirect is clicked.
- **D. Completion actions for custom redirects will only apply to existing prospects.**

Answer: D

Explanation:

A completion action on a custom redirect will be triggered when an existing prospect clicks on the custom redirect. A custom redirect is a trackable link that can be used to measure the engagement of prospects with external content, such as a website, a PDF, or a video. A completion action is an automated task that can be performed after a prospect takes a certain action, such as clicking on a custom redirect. Completion actions for custom redirects will only apply to existing prospects, meaning prospects who have already been identified by Marketing Cloud Account Engagement through a form, a landing page, or an email. Reference: Marketing Cloud Account Engagement Custom Redirects

NEW QUESTION # 202

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

Answer: A

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 program. Reference: 1: [Engagement Studio FAQ]

NEW QUESTION # 203

What factors are involved with and determine email deliverability?
(Choose 2)

- A. CAN-SPAM
- B. Whitelist
- C. Sender ID
- **D. Domain Keys**
- **E. Sender Policy Framework (SPF)**

Answer: D,E

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 # 204

A Marketing Cloud Account Engagement administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.

What is the recommended way to identify these prospects to export to .csv?

- A. Create a completion action based on Product Name.
- B. Create a dynamic list based on Product Name.
- **C. Create a segmentation rule based on Product Name.**
- D. Create an automation rule based on product Name.

Answer: C

Explanation:

The recommended way to identify the prospects who purchased a certain product within the last year and export them to a .csv file is to create a segmentation rule based on the Product Name field. A segmentation rule is a one-time rule that matches prospects based on certain criteria and performs certain actions. You can create a segmentation rule that matches prospects who have the specific product name in the Product Name field and the action to export them to a .csv file. This way, you can get a one-time export of all the prospects who have the product name before it changes. An automation rule, a completion action, or a dynamic list are not suitable for this goal, as they are either recurring, real-time, or based on an activity, not a one-time export based on a field value. Reference [Segmentation Rules Overview]

NEW QUESTION # 205

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