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## Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q90-Q95):

### NEW QUESTION # 90

What would a hard bounce refer to on an email sending report?

- A. An email that permanently bounced back to the sender because the address is invalid.

- B. An email that is recognized, but returned to the sender because the recipient's mailbox is full.
- C. An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.
- D. An email that is recognized, but returned to the sender because the mail server is temporarily unavailable

**Answer: A**

Explanation:

A hard bounce refers to an email that permanently bounced back to the sender because the address is invalid. A hard bounce occurs when the prospect's email address is incorrect, the domain name does not exist, or the sender is suspected as spam and/or has been blocked<sup>7</sup>. Marketing Cloud Account Engagement marks prospects with hard bounces as undeliverable and prevents any further email sends to them<sup>8</sup>. A hard bounce is different from a soft bounce, which is a temporary delivery failure due to reasons such as a full mailbox, a server outage, or a message size limit<sup>9</sup>. Marketing Cloud Account Engagement retries sending emails to prospects with soft bounces until they are delivered or until they reach five soft bounces, after which they are marked as undeliverable

#### NEW QUESTION # 91

The drip program "New Client Onboarding" is set to "Only send emails during business hours (10am - 4pm M-F)." The drip logic is outlined below: Start Step 1: Send email "Welcome." Step 2: Pause 3 days. Step 3: Send email "Getting Started." Step 4: Pause 7 days. Step 5: Send email "Tech Setup." Step 6: Pause 7 days. Step 7: Send email "Complete Configuration." End If a prospect starts the drip program on Wednesday, when will the email in Step 3: Send email "Getting Started" be received by the prospect?

- A. The prospect will receive the email Tuesday.
- B. The prospect will receive the email Friday.
- C. The prospect will receive the email Saturday.
- **D. The prospect will receive the email Monday.**

**Answer: D**

Explanation:

The email in Step 3: Send email "Getting Started" will be received by the prospect on Monday, if the prospect starts the drip program on Wednesday. A drip program is a program that allows you to send a series of emails to your prospects based on a predefined schedule and logic. You can use drip programs to nurture your prospects, educate them about your products or services, or encourage them to take action. You can also use drip programs to send emails only during business hours, which are the hours that you specify for sending emails to your prospects, such as 10am - 4pm M-F. To calculate when the email in Step 3 will be received by the prospect, you need to follow the drip logic and the business hours settings. The drip logic is outlined below:

Start

Step 1: Send email "Welcome."

Step 2: Pause 3 days.

Step 3: Send email "Getting Started."

Step 4: Pause 7 days.

Step 5: Send email "Tech Setup."

Step 6: Pause 7 days.

Step 7: Send email "Complete Configuration."

End

The business hours settings are:

Only send emails during business hours (10am - 4pm M-F)

Assuming that the prospect starts the drip program on Wednesday at 10am, the email in Step 3 will be received by the prospect on Monday at 10am, following this logic:

Wednesday 10am: The prospect starts the drip program and receives the email in Step 1.

Thursday 10am: The prospect is still in Step 2, which pauses for 3 days.

Friday 10am: The prospect is still in Step 2, which pauses for 3 days.

Saturday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.

Sunday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.

Monday 10am: The prospect completes Step 2, which pauses for 3 days, and moves to Step 3, which sends the email "Getting Started." Therefore, the email in Step 3 will be received by the prospect on Monday at 10am.

#### NEW QUESTION # 92

A Marketing Cloud Account Engagement administrator wants to use progressive profiling to collect information on a prospect over time.

What is the recommended Marketing Cloud Account Engagement asset to use?

- **A. Marketing Cloud Account Engagement form**
- B. Marketing Cloud Account Engagement form handler
- C. Marketing Cloud Account Engagement landing page without a form
- D. Third party form

**Answer: A**

Explanation:

According to the [Salesforce documentation], the recommended Marketing Cloud Account Engagement asset to use for progressive profiling is a Marketing Cloud Account Engagement form. A Marketing Cloud Account Engagement form is a web form that can be used to collect information from prospects and store it in Marketing Cloud Account Engagement. A Marketing Cloud Account Engagement form can be configured to use progressive profiling, which is a feature that allows the form to display different fields based on the information that is already known about the prospect. This way, the form can collect more information over time, without asking the same questions repeatedly or overwhelming the prospect with too many fields at once. A Marketing Cloud Account Engagement landing page without a form, a Marketing Cloud Account Engagement form handler, or a third party form are not recommended for progressive profiling, as they do not have the same functionality and flexibility as a Marketing Cloud Account Engagement form. Reference: [Salesforce documentation]

#### NEW QUESTION # 93

Where on a prospect record should an administrator look to help determine the reason a prospect is undeliverable?

- **A. Lifecycle and Profile**
- B. Profile and Audits
- C. Activities and Audits
- D. Activities and Lifecycle

**Answer: A**

Explanation:

The best place to look on a prospect record to help determine the reason a prospect is undeliverable is the Lifecycle and Profile section. This section shows the deliverability status of the prospect, which can be one of the following: Deliverable, Deliverable - Transactional Emails Only, Undeliverable, Undeliverable, or Unsubscribed<sup>4</sup>. The deliverability status is determined by various factors, such as the prospect's email opt-out preference, the do not email flag, the hard bounce or soft bounce detection, and the prospect's location in the recycle bin<sup>5</sup>. The Lifecycle and Profile section also shows the email address, the email preference center, and the email opt-out date of the prospect, which can provide more information about the prospect's deliverability.

#### NEW QUESTION # 94

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

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

**Answer: B,D**

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 file<sup>4</sup>.

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 # 95

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