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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q87-Q92):

NEW QUESTION # 87

Identify the paid search ad platforms for which Marketing Cloud Account Engagement has a native integration.

- A. Bing
- B. All of the Above
- C. Yahoo
- D. Google AdWords

Answer: D

Explanation:

Marketing Cloud Account Engagement has a native integration with Google AdWords that allows you to track and measure the effectiveness of your paid search campaigns. You can link your AdWords account to Marketing Cloud Account Engagement and import cost data, conversions, and revenue information. You can also use Marketing Cloud Account Engagement to create landing pages and forms for your AdWords campaigns and track the prospects who click on your ads. Marketing Cloud Account Engagement does not have a native integration with Bing, Yahoo, or any other paid search ad platforms

NEW QUESTION # 88

You want to track prospects that click on a banner ad. What do you use?

- A. Lead scoring and grading
- B. Page actions
- C. Completion actions
- D. Customer redirect

Answer: D

Explanation:

Custom redirects are special URLs that track link clicks and conversions for any online marketing content, such as banner ads, social media posts, or third-party websites. You can use custom redirects to measure the effectiveness of your online advertising campaigns and track the behavior of prospects who click on your links. Reference: Custom Redirects, Create Custom Redirects

NEW QUESTION # 89

Form or Form Handler? I need total control over my form's appearance.

- A. Form Handler
- B. Form

Answer: A

Explanation:

Form handlers give you total control over your form's appearance, since you can use your own HTML and CSS to design and style your forms¹. Form handlers also allow you to use any custom or advanced features that Marketing Cloud Account Engagement forms may not support, such as file uploads, conditional logic, or complex validation³. Form handlers are ideal for web developers who want to have full flexibility and customization over their forms

NEW QUESTION # 90

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

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

Answer: A,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 # 91

Which three user role security limits can be added to an individual user account? (Choose three answers.)

- A. Max number of records a user can import.
- B. Max number of emails the user can send.
- C. Max number of prospects the user can manually create.
- D. Max number of prospects the user can manually delete.
- E. Max number of prospects the user can export.

Answer: A,B,E

Explanation:

The three user role security limits that can be added to an individual user account are max number of emails the user can send, max number of records a user can import, and max number of prospects the user can export. User role security limits are optional settings that allow you to restrict the actions that a user can perform in Marketing Cloud Account Engagement, based on their user role. You can use user role security limits to prevent users from sending too many emails, importing or exporting too many records, or deleting prospects or assets. User role security limits can be applied to individual user accounts or to user roles

NEW QUESTION # 92

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