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Test Bank For Leadership: Enhancing The Lessons Of Experience, 9Th Edition, Richard Hughes, Robert Ginnett Gordon Curphy

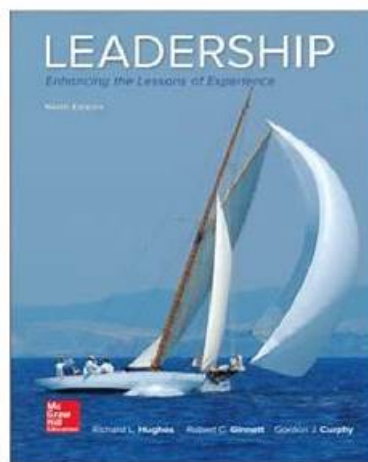
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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample

Questions (Q90-Q95):

NEW QUESTION # 90

Which asset needs to be created first in order for a user to send a prospect a one-to-one email?

- A. Engagement studio program email
- B. Autoresponder
- **C. Email template**
- D. List email

Answer: C

Explanation:

According to the Salesforce documentation, the asset that needs to be created first in order for a user to send a prospect a one-to-one email is an email template. A one-to-one email is an email that is sent to an individual prospect, such as a follow-up or a confirmation email. A one-to-one email can be sent from the prospect record, a list, a report, or a campaign. To send a one-to-one email, the user needs to have an email template that defines the content and layout of the email. An email template can be created in Email Studio or Content Builder, and it can be personalized with variable tags or dynamic content. An autoresponder, an engagement studio program email, or a list email are not assets that need to be created first in order for a user to send a prospect a one-to-one email, as they are related to other types of email sends, such as automated responses, program emails, or mass emails.

Reference: Salesforce documentation

NEW QUESTION # 91

What happens if a prospect is removed from a drip program and later added back?

- **A. They will resume the drip where they left off**
- B. They will skip the first step and move to the second step.
- C. Prospects can't be added to drip campaigns after they have been removed.
- D. They will start the drip campaign again.

Answer: A

Explanation:

Drip programs are automated email campaigns that send a series of messages to prospects based on predefined criteria and triggers. If a prospect is removed from a drip program, they will stop receiving any emails from that program. However, if they are added back to the same drip program, they will resume the drip where they left off, unless the drip program has been reset or modified.

Reference: [Drip Programs], [Add Prospects to Drip Programs]

NEW QUESTION # 92

What are 2 ways to define a user's role?

- A. Through an automation rule
- **B. During the import process**
- **C. Directly from the user record**
- D. From the list view

Answer: B,C

Explanation:

You can define a user's role in two ways: during the import process or directly from the user record. During the import process, you can assign a role to multiple users at once by using a CSV file. Directly from the user record, you can edit the role of a single user by selecting it from the dropdown menu. You cannot define a user's role from the list view or through an automation rule. Reference: Create and Edit Users, Import Users

NEW QUESTION # 93

The "related" tab of the prospect record displays prospects that have what in common?

Choose one answer

- A. Email Domain
- B. Company
- **C. Score**
- D. Assigned user

Answer: C

Explanation:

According to the Salesforce documentation, the "related" tab of the prospect record displays prospects that have the same score as the current prospect. The "related" tab is a feature that shows a list of prospects that are similar to the current prospect in Marketing Cloud Account Engagement. The "related" tab can be accessed from the Prospect Record page in Marketing Cloud Account Engagement, and it can show different columns of information for each related prospect, such as name, company, grade, score, or last activity. The user can customize the columns that are displayed on the "related" tab, and they can also sort, filter, search, or export the "related" tab. The "related" tab can also show other information for each related prospect, such as email address, title, assigned user, or custom fields, but these are not the default columns that are displayed on the "related" tab, and they need to be added by the user in the column settings. The "related" tab can help users to find and compare prospects that have the same level of interest and engagement as the current prospect, and to take actions based on the data. The "related" tab does not display prospects that have the same email domain, company, or assigned user as the current prospect, as these are not the criteria that are used to determine the similarity of the prospects. Reference: Salesforce documentation

NEW QUESTION # 94

Arrange these events in sequence:

- A . The visitor is now a prospect.
- B . A visitor submits a conversion form
- C . A cookie is applied
- D . The prospect's activity history is available to view in Marketing Cloud Account Engagement
- E . Visitors access your company website

- A. C B A D E
- B. E B A D C
- C. A D E C B
- **D. E C B A D**

Answer: D

Explanation:

The correct sequence of events is E C B A D. Visitors access your company website (E), a cookie is applied , a visitor submits a conversion form (B), the visitor is now a prospect (A), and the prospect's activity history is available to view in Marketing Cloud Account Engagement (D)4. This is how Marketing Cloud Account Engagement tracks and captures visitor and prospect data and behavior

NEW QUESTION # 95

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