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## Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q266-Q271):

### NEW QUESTION # 266

An administrator includes a link to a file on a web page that the company does not own on the company website. How should they track the number of visitors who access this file?

- A. Custom redirects
- B. Marketing Cloud Account Engagement tracking code
- C. Page actions
- D. Marketing Cloud Account Engagement form

**Answer: A**

Explanation:

The best way to track the number of visitors who access a file on a web page that the company does not own on the company website is to use custom redirects . Custom redirects are used to track links such as banner ad clicks, links to third-party sites, links

on social media, and access to files hosted outside of Account Engagement. Link clicks appear as activity on a prospect's record. Page actions (A) are not a valid option, as they are used to track and automate actions based on a prospect's page views, not link clicks. Account Engagement form (B) is not a valid option, as it is used to capture and update prospect information, not track link clicks. Account Engagement tracking code (D) is not a valid option, as it is used to track and cookie visitors on the company website, not on a third-party site. Reference: Custom Redirects

#### NEW QUESTION # 267

Which list email report metric represents the total number of emails minus hard and soft bounces?

- **A. Total Delivered**
- B. Total Sent
- C. Total Queued
- D. Total Opt Outs

**Answer: A**

Explanation:

The list email report metric that represents the total number of emails minus hard and soft bounces is total delivered. Total delivered measures how many emails were successfully delivered to the recipients' inboxes, without being rejected by the email servers. Hard bounces are permanent delivery failures, such as invalid email addresses or blocked domains. Soft bounces are temporary delivery failures, such as full inboxes or server issues. Total opt outs, total sent, and total queued are not the same as total delivered. Total opt outs measures how many recipients unsubscribed from your emails. Total sent measures how many emails were sent from Marketing Cloud Account Engagement. Total queued measures how many emails were waiting to be sent from Marketing Cloud Account Engagement. Reference [Email Metrics Glossary]

#### NEW QUESTION # 268

A mailable prospect is on the recipient list for a list email send. When viewing the prospect's activities, the marketing manager realizes the email was not sent to the prospect.

Where should they start to see why the email was not sent to the prospect?

- **A. Refer to the list email send report to see if a suppression list was used.**
- B. Check that the Marketing Cloud Account Engagement prospect has a value for the default field email address'.
- C. Determine if the prospect has a valid "Assigned User" to send the email from.
- D. Refer to the Marketing Cloud Account Engagement recycle bin to see if the prospect was deleted.

**Answer: A**

Explanation:

To see why the email was not sent to the prospect, the marketing manager should refer to the list email send report to see if a suppression list was used. A suppression list is a list of prospects who should not receive a specific email, even if they are on the recipient list. If the prospect was on a suppression list, they would not receive the email. The other options are not likely to explain why the email was not sent, as the prospect was already on the recipient list and was mailable

#### NEW QUESTION # 269

A new automation rule is created.

What action is required for prospects to begin matching that automation rule?

- A. Preview the rule before saving it
- B. Schedule the rule to run before saving it
- C. Resume the rule after saving
- **D. Save the rule without any additional action**

**Answer: D**

Explanation:

A new automation rule does not require any additional action for prospects to begin matching that automation rule, other than saving the rule. Automation rules are active by default once they are saved, and they run every hour to match prospects based on the rule criteria. Resuming, scheduling, or previewing the rule are not actions that are required for prospects to begin matching the rule, but

they are optional features that can be used to manage or test the rule. Reference Automation Rules Overview

#### NEW QUESTION # 270

A Marketing Manager wants to create a new prospect in Marketing Cloud Account Engagement.

What are three ways the Marketing Manager can create a new prospect?

Choose 3 answers

- A. Click the "Send to Account Engagement" button on a Salesforce Lead.
- B. Set up an automation rule that creates prospects.
- C. Manually add a prospect in Marketing Cloud Account Engagement.
- D. Add a completion action to assign to a user.
- E. Import a .CSV file with the prospect's email address.

**Answer: A,C,E**

Explanation:

There are three ways the Marketing Manager can create a new prospect in Marketing Cloud Account Engagement. They are: Click the "Send to Account Engagement" button on a Salesforce Lead. This option allows the Marketing Manager to send a one-to-one email to a lead in Salesforce using an Account Engagement email template. If the lead does not already exist as a prospect in Account Engagement, it will be created automatically and synced with Salesforce1 Manually add a prospect in Marketing Cloud Account Engagement. This option allows the Marketing Manager to create a new prospect record in Account Engagement by entering the prospect's email address and other information. The prospect can then be added to lists, campaigns, or engagement programs2 Import a .CSV file with the prospect's email address. This option allows the Marketing Manager to import a list of prospects from a .CSV file into Account Engagement. The file must contain the prospect's email address as the first column, and can also include other fields. The imported prospects can then be assigned, tagged, or added to lists or campaigns

#### NEW QUESTION # 271

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