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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q53-Q58):

NEW QUESTION # 53
LenoxSoft's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked.
What insight does this report provide the template designer?

- A. Low click rates encourage the user to optimize content or link placement in other email sends.
- B. High open rates indicates that prospects are interacting with the content.
- C. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email
- D. High click rates indicates that the email subject line should be the focus of the email content.

Answer: A

Explanation:
The insight that the Click-Through Rate report provides the template designer is that low click rates encourage the user to optimize content or link placement in other email sends. The Click-Through Rate report shows the percentage of email recipients who clicked on one or more links in the email. This metric indicates how engaging and relevant the email content and links are for the prospects. If the click rates are low, it means that the prospects are not interested in the email content or links, or they are not able to find them

easily. The template designer can use this insight to improve the content or link placement in future email sends, such as by using more compelling calls to action, adding more value propositions, or making the links more visible and accessible. The other options are not insights that the Click-Through Rate report provides. Email clicks on the text version of the email are not tracked by Marketing Cloud Account Engagement, so they do not affect the click rates. High click rates do not indicate that the email subject line should be the focus of the email content, as the subject line is more related to the open rates. High open rates do not indicate that prospects are interacting with the content, as they only measure how many prospects opened the email, not how they engaged with it. Reference [Email Metrics Glossary]

NEW QUESTION # 54

What causes a sync from Salesforce to Marketing Cloud Account Engagement?

- A. Updating a field on a Contact record that does not have an email address
- B. Opening a one to one email
- C. Making field changes to a Lead or Contact record
- D. Updating a formula field in Salesforce

Answer: C

Explanation:
The main cause of a sync from Salesforce to Account Engagement is making field changes to a Lead or Contact record (D). This will trigger a sync of the updated fields to the corresponding prospect record in Account Engagement. Updating a formula field in Salesforce (A) will not cause a sync, as formula fields are not supported by Account Engagement. Updating a field on a Contact record that does not have an email address (B) will not cause a sync, as email address is a required field for syncing. Opening a one to one email will not cause a sync, as it is not a field change event. Reference: What Causes a Prospect to Sync from Salesforce to Account Engagement?

NEW QUESTION # 55

A new automation rule is created.
What action is required for prospects to begin matching that automation rule?

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

Answer: A

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 # 56

You want to export a list of prospects, but you only need the default fields. What can you use?

- A. You have to export all the fields. Marketing Cloud Account Engagement doesn't allow you to choose only the default fields.
- B. Use the Express Export option
- C. Copy and paste the information from the Prospect table into Excel.
- D. Use the Simple Export option

Answer: B

Explanation:
An Express Export includes all default prospect fields, scores, and grades but does not include custom fields.
Explanation:
Express Export is a feature that allows you to export a list of prospects with only the default fields, such as email, name, company,

score, and grade. This option is faster and simpler than the full export, which includes all the custom fields as well. You can use the Express Export option by selecting a list of prospects and clicking on the "Tools" button, then choosing "Express Export". Reference: [Export Prospects], [Express Export]

NEW QUESTION # 57
How can a visitor convert to a prospect?

- A. Visiting a tracked website
- B. Viewing an embedded form
- C. Receiving a marketing email
- D. Submitting a form on a landing page

Answer: D

Explanation:
The way a visitor can convert to a prospect is by submitting a form on a landing page. A visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A visitor becomes a prospect when they fill out a Marketing Cloud Account Engagement form, which captures their email address and other information. A landing page is a web page that contains a form and a call to action, such as downloading a file or registering for an event. When a visitor submits a form on a landing page, they become a prospect and can be tracked and nurtured by Marketing Cloud Account Engagement. Viewing an embedded form, visiting a tracked website, or receiving a marketing email are not ways to convert a visitor to a prospect, as they do not capture the visitor's email address or identify them as a prospect. Reference [Visitors and Prospects] [Landing Pages and Forms]

NEW QUESTION # 58

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