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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q223-Q228):

NEW QUESTION # 223
LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process?
Choose one answer

- A. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.
- B. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
- C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- D. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

Answer: B

Explanation:
The sequence of steps that the Marketing Cloud Account Engagement Administrator should take to automate this process is to enable Visitor Filters for a specific IP range and enable Send daily visitor activity emails. Visitor Filters allow you to filter out the internal traffic from your website analytics, such as your own employees or vendors. By filtering out a specific IP range, you can ensure that only external visitors are tracked by Marketing Cloud Account Engagement. Send daily visitor activity emails allow you to receive a daily email with a list of all the visitors who have visited your website in the past 24 hours, along with their company name, location, and pages viewed. By enabling this feature, you can share the list of external visitors with the regional sales managers automatically

NEW QUESTION # 224
LenoxSoft wants to create a Marketing Cloud Account Engagement landing page that matches the exact look and feel of their website. Which method would produce the closest results?

- A. Use a stock layout provided in Marketing Cloud Account Engagement
- B. Use above form and below form content to create the layout
- C. Import layout using a URL from their website
- D. Embed the campaign tracking code on their website

Answer: C

Explanation:
The best method to create a Marketing Cloud Account Engagement landing page that matches the exact look and feel of your website is to import a layout using a URL from your website. This method allows you to use an existing web page as a template for your landing page, and Marketing Cloud Account Engagement will automatically copy the HTML code, CSS styles, and images from the URL. You can then edit the layout as needed and add Marketing Cloud Account Engagement elements, such as forms or dynamic content

NEW QUESTION # 225
A user wants to set up an automated grading model in Marketing Cloud Account Engagement.
Which two components are required to achieve this? Choose 2 answers

- A. Marketing Cloud Account Engagement Score
- B. Dynamic List
- C. Profile
- D. Automation Rule

Answer: C,D

Explanation:
According to the [Salesforce documentation], in order to set up an automated grading model in Marketing Cloud Account Engagement, two components are required: profile and automation rule. A profile is a set of criteria that defines an ideal prospect for a specific product or service. A profile can include information such as industry, job title, location, company size, etc. An automation rule is a logic-based action that can be triggered when a prospect meets certain criteria. An automation rule can be used to assign a grade to a prospect based on their profile match. A Marketing Cloud Account Engagement score is a numerical value that indicates the level of interest and engagement of a prospect, but it is not required for setting up an automated grading model. A dynamic list is a list of prospects that is updated automatically based on certain criteria, but it is not required for setting up an automated grading model either. Reference: [Salesforce documentation]

NEW QUESTION # 226

LenoxSoft has 3 product lines. In Pardot, each product line has its own folder containing all of the assets for that product line. An administrator would like to score prospects separately based on their interactions with each product line.
How can the administrator accomplish this?

- A. Edit the score field on the prospect's record to displays multiple score values
- B. Edit the default scoring model to score differently for each product line.
- C. Assign a scoring category to each product line folder.
- D. Create two new default scoring models to have one for each product line.

Answer: C

Explanation:

To score prospects separately based on their interactions with different product lines in Pardot, the best approach is to assign a scoring category to each product line folder. Scoring categories allow administrators to segment prospect scoring based on interactions with specific types of content, aligning with different business units, products, or campaigns. By assigning a distinct scoring category to each folder associated with a product line, an administrator can precisely track and score prospect engagement relative to each product line. This tailored scoring provides deeper insights into prospect interests and can better inform targeted marketing strategies.

NEW QUESTION # 227

LenoxSoft wants to use their product interest field on a demo request form. They would like to display the phrase "which product most interests you?
" for their product interest field.
Which field component should they modify?

- A. The field data format
- B. The prospect field label
- C. The prospect field
- D. The field type

Answer: B

Explanation:

If LenoxSoft wants to display the phrase "which product most interests you?" for their product interest field on a demo request form, they should modify the prospect field label component. The prospect field label is the text that appears above or next to the field on the form. It can be customized to match the desired wording or question. The prospect field label can be different from the prospect field name, which is the internal name used in Marketing Cloud Account Engagement3. Reference: Marketing Cloud Account Engagement Form Fields

NEW QUESTION # 228

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