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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q254-Q259):

NEW QUESTION # 254

When is a prospect automatically removed from future email sends?

- A. After 5 Soft Bounces
- B. Hard Bounce
- C. Any Bounce
- D. None
- E. Soft Bounce

Answer: A,B

Explanation:

A prospect is automatically removed from future email sends when they either hard bounce or soft bounce five times. A hard bounce occurs when an email is permanently rejected by the recipient's server, usually because the email address is invalid, non-existent, or blocked. A soft bounce occurs when an email is temporarily rejected by the recipient's server, usually because the mailbox is full, the server is down, or the message is too large. A hard bounce indicates that the email address is no longer valid and should be removed from your list. A soft bounce indicates that the email address may still be valid, but there is a temporary issue that prevents the

delivery. However, after five soft bounces, Marketing Cloud Account Engagement will mark the prospect as undeliverable and stop sending emails to them

NEW QUESTION # 255

Viewing your pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited your pricing page. What automation tool would best achieve this?

- A. Create a Form with a Completion Action to send a pricing sheet
- B. Create a Dynamic List based on page view to segment automatically
- **C. Create a Page Action set to Tag prospects as having viewed it and add them to a list**
- D. Create a special campaign to track pricing pageviews

Answer: C

Explanation:

The automation tool that would best achieve this is to create a page action set to tag prospects as having viewed it and add them to a list. A page action is a feature that allows you to track and act on the behavior of prospects who visit specific pages on your website, such as your pricing page, product page, or thank you page. You can use page actions to perform actions on the prospects who visit the page, such as adding them to a list, assigning them to a user, or changing their field values. You can also use page actions to customize the content or layout of the page based on the prospect's attributes or behaviors². To create a page action, you need to specify the URL of the page that you want to track, and the actions that you want to execute when a prospect visits the page. For example, you can create a page action that matches the URL of your pricing page, and tags the prospect as having viewed it and adds them to a list of pricing page visitors.

NEW QUESTION # 256

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 Marketing Cloud Account Engagement recycle bin to see if the prospect was deleted.
- B. Determine if the prospect has a valid "Assigned User" to send the email from
- **C. Refer to the list email send report to see if a suppression list was used.**
- D. Check that the Marketing Cloud Account Engagement prospect has a value for the default field email address¹.

Answer: C

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 # 257

LenoxSoft needs their form to post directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission.

Which Marketing Cloud Account Engagement tool should they use?

- **A. Form Handler**
- B. Custom Redirect
- C. Marketing Cloud Account Engagement Form
- D. Dynamic Content

Answer: A

Explanation:

To post a form directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission, LenoxSoft should use the form handler tool in Marketing Cloud Account Engagement. This tool allows them to use their own forms while still sending the data to Marketing Cloud Account Engagement. They can specify the third-party platform's URL as the post URL in the

form handler settings and map the form fields to Marketing Cloud Account Engagement fields. Reference: [Marketing Cloud Account Engagement Form Handler]

NEW QUESTION # 258

A prospect is permanently deleted from Marketing Cloud Account Engagement. That prospect then fills out a new Marketing Cloud Account Engagement form and submits their information.

What happens to the prospect?

- A. An error message is displayed on the form preventing the prospect from submitting
- B. No new prospect is created because the prospect had previously been permanently deleted.
- C. The submission of the form retrieves and restores the previously deleted prospect information including activities.
- D. A new prospect is created even though the prospect had previously been permanently deleted.

Answer: D

Explanation:

According to the Salesforce documentation, when a prospect is permanently deleted from Marketing Cloud Account Engagement, all the associated data and activities are also deleted and cannot be restored. However, if the prospect fills out a new Marketing Cloud Account Engagement form and submits their information, a new prospect record will be created with the same email address as the deleted one, but without any of the previous data and activities. The new prospect will have a new unique ID and will not be linked to the deleted one in any way. Reference: Salesforce documentation

NEW QUESTION # 259

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