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With the number of people who take the exam increasing, the Marketing-Cloud-Account-Engagement-Specialist exam has become more and more difficult for many people. A growing number of people have had difficulty in preparing for the Marketing-Cloud-Account-Engagement-Specialist exam, and they have a tendency to turn to the study materials. However, a lot of people do not know how to choose the suitable study materials. We are willing to recommend the Marketing-Cloud-Account-Engagement-Specialist Exam Questions from our company to you. We can make a promise to you that our study materials will be the best Marketing-Cloud-Account-Engagement-Specialist study guide for you to prepare for your exam.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q63-Q68):

NEW QUESTION # 63

What should be enabled on a Marketing Cloud Account Engagement form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- A. "Not you"? Link
- B. Progressive Profiling
- C. reCAPTCHA
- **D. Kiosk/Data Entry Mode**

Answer: D

Explanation:

To sign many people up on the same computer at a trade show booth, an Administrator should enable the Kiosk/Data Entry Mode

on a Marketing Cloud Account Engagement form. This mode allows multiple form submissions from the same browser without using cookies. It also clears the form fields after each submission and reloads the thank you content. Reference: Marketing Cloud Account Engagement Kiosk/Data Entry Mode

NEW QUESTION # 64

A user needs to be able to import and export lists. What user role do you give them?

- A. Marketing
- B. Sales Manager
- C. None of the above
- D. Sales

Answer: A

Explanation:

Explanation

A user needs to be able to import and export lists. The user role that you should give them is Marketing. The Marketing user role has the permission to import and export prospects, as well as create and edit marketing assets, such as forms, landing pages, emails and campaigns. The other user roles, such as Sales Manager, Sales and None of the above, do not have the permission to import and export prospects.

NEW QUESTION # 65

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. The submission of the form retrieves and restores the previously deleted prospect information including activities.
- C. No new prospect is created because the prospect had previously been permanently deleted.
- 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 # 66

What type of Information do rule step types look for in engagement studio programs?

- A. Prospect behavior
- B. Prospect activity
- C. Prospect Interest
- D. Prospect criteria

Answer: D

Explanation:

Rule step types in engagement studio programs are used to check the prospect criteria, such as field values, list membership, tags, grades, scores, etc. Rule steps can branch the program based on whether the prospect meets the criteria or not. For example, a rule step can check if the prospect has a certain job title or industry and send them different emails accordingly. Prospect interest, behavior, and activity are not rule step types, but they can be used as criteria for rule steps. References Engagement Studio: Rule Steps

NEW QUESTION # 67

When do prospects sync to your CRM?

- A. When the prospect has a lead score greater than 50
- B. When the prospect visits a landing page
- C. When a prospect is created manually in the Marketing Cloud Account Engagement database.
- **D. When a prospect has been assigned to a user or queue.**
- E. When the prospect fills out a form on a landing page

Answer: D

Explanation:

Prospects sync to your CRM when they have been assigned to a user or queue. A CRM is a customer relationship management platform that allows you to manage your sales and customer service operations. You can integrate Marketing Cloud Account Engagement with your CRM using the Salesforce connector, which allows you to sync data, activities, and campaigns between Marketing Cloud Account Engagement and Salesforce. However, not all prospects in Marketing Cloud Account Engagement are synced to Salesforce. Only prospects that have been assigned to a user or queue in Marketing Cloud Account Engagement are synced to Salesforce as leads or contacts. You can assign prospects manually, through automation rules, or through lead assignment rules.

Answer A, C, D, and E are incorrect because prospects do not sync to your CRM when they fill out a form on a landing page, when they have a lead score greater than 50, when they visit a landing page, or when they are created manually in the Marketing Cloud Account Engagement database, unless they are also assigned to a user or queue, as explained above. Reference: [Salesforce Connector], [Sync Prospects with Salesforce]

NEW QUESTION # 68

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