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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q136-Q141):

NEW QUESTION # 136
Where on a prospect record would you look to see if a prospect had registered for a webinar?

- A. Contents
- B. Prospect Activities
- C. Insights
- D. Custom Fields

Answer: B

Explanation:
According to the Salesforce documentation, the place on a prospect record where the user would look to see if a prospect had registered for a webinar is: C) Prospect Activities. A prospect record is a feature that shows the detailed information and activity history of a prospect in Marketing Cloud Account Engagement. A prospect record can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different sections of information for the prospect, such as details, insights, activities, or custom fields. The Prospect Activities section shows the chronological list of actions and events that the prospect has performed or received, such as opening an email, clicking a link, submitting a form, or registering for a webinar. The user can use the Prospect Activities section to see if a prospect had registered for a webinar, and to see other details of the webinar registration, such as the date, time, or status. The user can also filter, search, or export the Prospect Activities section. The Contents, Insights, or Custom Fields sections are not the places on a prospect record where the user would look to see if a prospect had registered for a

webinar, as they are related to other aspects of the prospect information, such as content preferences, engagement metrics, or custom data. Reference: Salesforce documentation

NEW QUESTION # 137
What user role must a Marketing Cloud Account Engagement user have in order to verify the Salesforce connector?

- A. Administrator
- B. Sales
- C. Marketing
- D. Sales manager

Answer: A

Explanation:
The user role that a Marketing Cloud Account Engagement user must have in order to verify the Salesforce connector is Administrator. A Salesforce connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your Salesforce CRM system, and enable bi-directional data sync and alignment between sales and marketing. To verify the Salesforce connector, you need to have the Administrator user role in Marketing Cloud Account Engagement, which gives you full access to all features and settings in Marketing Cloud Account Engagement, including the connectors. You also need to have the appropriate permissions in Salesforce, such as the API Enabled and Modify All Data permissions

NEW QUESTION # 138
Which two actions can be taken once a Salesforce Opportunity syncs to Marketing Cloud Account Engagement? Choose 2 answers

- A. Viewing the Opportunity in Opportunity Reports
- B. Manually deleting the Opportunity in Marketing Cloud Account Engagement
- C. Manually editing the Opportunity In Marketing Cloud Account Engagement
- D. Referencing the Opportunity in automation rules

Answer: A,D

Explanation:
Once a Salesforce Opportunity syncs to Marketing Cloud Account Engagement, two actions that can be taken are referencing the Opportunity in automation rules and viewing the Opportunity in Opportunity Reports. Automation rules are rules that run in the background and match prospects based on certain criteria and perform certain actions. You can use Opportunity fields as criteria or actions in automation rules, such as adding prospects to a list based on their Opportunity stage or updating their Opportunity amount based on their score. Opportunity Reports are reports that show the revenue generated by your marketing campaigns and the influence of your marketing activities on the sales pipeline. You can view the Opportunity Reports in Marketing Cloud Account Engagement to analyze the performance of your marketing efforts and optimize your strategy. Manually editing or deleting the Opportunity in Marketing Cloud Account Engagement are not actions that can be taken, as Marketing Cloud Account Engagement does not allow editing or deleting Opportunities. You can only edit or delete Opportunities in Salesforce, and the changes will sync back to Marketing Cloud Account Engagement. Reference Opportunities in Marketing Cloud Account Engagement Automation Rules Overview Opportunity Reports

NEW QUESTION # 139
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 field type
- D. The prospect field

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 # 140
Why is a reCAPTCHA displayed when I did not choose to display it?

- A. At form submission Marketing Cloud Account Engagement pings a database of known prospects and when a match is found automatically displays a reCAPTCHA.
- B. At form submission Marketing Cloud Account Engagement pings a database of known spammers and when a match is found automatically displays a reCAPTCHA.

Answer: B

Explanation:
A reCAPTCHA is displayed when you did not choose to display it because Marketing Cloud Account Engagement pings a database of known spammers and when a match is found automatically displays a reCAPTCHA. This is a security measure that helps prevent spam bots from submitting your forms and creating fake prospects. You can also choose to always display a reCAPTCHA on your forms or form handlers, or to never display a reCAPTCHA on your forms.

NEW QUESTION # 141
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