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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q220-Q225):

NEW QUESTION # 220

Which Salesforce custom fields will sync with Marketing Cloud Account Engagement?

- A. Custom Opportunity fields
- B. Custom Account fields
- C. Custom Record Type fields
- D. Custom Prospect fields

Answer: A,B,D

Explanation:

Marketing Cloud Account Engagement can sync with Salesforce custom fields that are on the Lead, Contact, or Account objects. Custom Prospect fields in Marketing Cloud Account Engagement can be mapped to custom Lead or Contact fields in Salesforce. Custom Account fields in Marketing Cloud Account Engagement can be mapped to custom Account fields in Salesforce. Custom Opportunity fields in Marketing Cloud Account Engagement can be mapped to custom Opportunity fields in Salesforce. Custom Record Type fields are not supported by Marketing Cloud Account Engagement and cannot be synced

NEW QUESTION # 221

A user creates and resumes a new automation rule.

Which two statements are true about that rule?

Choose 2 answers

- A. The rule will continuously look for prospects who match the criteria.
- B. The rule will evaluate their entire prospect database for matches.
- C. The rule will run once and must be re-run for prospects to match again.
- D. The rule will unmatch prospects that no longer match the criteria.

Answer: A,B

Explanation:

When a user creates and resumes a new automation rule, the rule will continuously look for prospects who match the criteria (B) and evaluate their entire prospect database for matches. These are the characteristics of automation rules in Account Engagement, which are different from segmentation rules that run only once. The rule will not run once and must be re-run for prospects to match again (A), nor will it unmatch prospects that no longer match the criteria (D). Unmatching prospects is only possible with dynamic lists, not automation rules. Reference: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION # 222

What step type should be used in engagement studio if a user wants to branch prospects down two paths based on actions taken on a marketing asset?

- A. Action
- B. Rule
- C. Wait
- D. Trigger

Answer: A

NEW QUESTION # 223

In which two ways does a Marketing Cloud Account Engagement prospect sync with a Salesforce Lead or Contact record?

Choose 2 answers

- A. Shared email address
- B. Shared tracking pixel
- C. Shared CRM ID
- D. Shared Assigned User ID

Answer: A,C

Explanation:

The two ways that a Marketing Cloud Account Engagement prospect syncs with a Salesforce Lead or Contact record are shared CRM ID and shared email address. A CRM ID is a unique identifier that is assigned to a Lead or Contact record in Salesforce and is synced with the corresponding prospect record in Marketing Cloud Account Engagement. A CRM ID ensures that the prospect data is matched with the correct Lead or Contact data and prevents duplicates. A CRM ID is created when a prospect is created or updated in Marketing Cloud Account Engagement and a matching Lead or Contact is found or created in Salesforce, or when a Lead or Contact is created or updated in Salesforce and a matching prospect is found or created in Marketing Cloud Account Engagement. An email address is a required field for both a prospect in Marketing Cloud Account Engagement and a Lead or Contact in Salesforce. An email address is used to identify and associate a prospect with a Lead or Contact, and to trigger a sync between Marketing Cloud Account Engagement and Salesforce. An email address is also used to track the prospect's activities, such as email opens, clicks, form submissions, and page views. Option B is not correct because a shared assigned user ID is not a way that a Marketing Cloud Account Engagement prospect syncs with a Salesforce Lead or Contact record, but a result of the sync. An assigned user ID is the ID of the user who owns the prospect in Marketing Cloud Account Engagement or the Lead or Contact in Salesforce. The assigned user ID is synced between Marketing Cloud Account Engagement and Salesforce to ensure that the same user owns the prospect and the Lead or Contact, unless there are custom assignment rules in place. Option D is not correct because a shared tracking pixel is not a way that a Marketing Cloud Account Engagement prospect syncs with a Salesforce

Lead or Contact record, but a method of tracking the prospect's activities. A tracking pixel is a hidden image that is embedded in an email or a web page and sends a request to Marketing Cloud Account Engagement's server when the email or the web page is opened. A tracking pixel allows Marketing Cloud Account Engagement to record the prospect's email opens, page views, and other actions

NEW QUESTION # 224

The Marketing Cloud Account Engagement prospect audit capabilities can list all the data that was obtained by Marketing Cloud Account Engagement and how the data changes as the prospect interact with your emails, website, and CRM sync.

- A. True
- B. False

Answer: A

Explanation:

The Marketing Cloud Account Engagement prospect audit capabilities can list all the data that was obtained by Marketing Cloud Account Engagement and how the data changes as the prospect interact with your emails, website, and CRM sync. This is true because the prospect audit table displays details about changes to the prospect record, such as field changes, list changes, assignments, form errors, email opens, link clicks, page views, CRM syncs and more.

NEW QUESTION # 225

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

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