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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q218-Q223):

NEW QUESTION # 218
If Salesforce has a custom field of the same name on Leads & Contacts where does Marketing Cloud Account Engagement pull the field name from?

- A. Contact field
- B. Lead field

Answer: B

Explanation:
According to the Salesforce documentation, if Salesforce has a custom field of the same name on Leads and Contacts, Marketing Cloud Account Engagement pulls the field name from the Lead field. A custom field is a field that is created by the user to store additional information that is not available in the standard fields. A custom field can be created and managed by the administrator in the Admin tab in Marketing Cloud Account Engagement or Salesforce, and it can be synced between the two platforms. A custom

field can have the same name on different objects, such as Leads and Contacts, but it can have different values or settings. If Salesforce has a custom field of the same name on Leads and Contacts, Marketing Cloud Account Engagement pulls the field name from the Lead field, as it is the primary source of the field name. Marketing Cloud Account Engagement does not pull the field name from the Contact field, as it is the secondary source of the field name. However, Marketing Cloud Account Engagement can pull the field value from either the Lead or the Contact field, depending on which object the prospect is associated with in Salesforce. For example, if Salesforce has a custom field called "Industry" on both Leads and Contacts, Marketing Cloud Account Engagement will pull the field name "Industry" from the Lead field, but it will pull the field value from either the Lead or the Contact field, depending on the prospect's record type in Salesforce. Reference: Salesforce documentation

NEW QUESTION # 219
What will undelete a prospect?

- A. If the deleted prospect is imported into Marketing Cloud Account Engagement with the same email address
- B. If the deleted prospect visits a web page
- C. If the deleted prospect re-converts by filling out a form with the same email address

Answer: A,C

Explanation:
You can undelete a prospect if the deleted prospect is imported into Marketing Cloud Account Engagement with the same email address or if the deleted prospect re-converts by filling out a form with the same email address. When you delete a prospect, they are removed from your Marketing Cloud Account Engagement account, but their record is not completely erased. You can restore them by importing them again or by having them fill out a form again, which will update their existing record and undelete them. However, you cannot undelete a prospect if they visit a web page, as this will not trigger any action on their record.
Answer B is incorrect because visiting a web page will not undelete a prospect, as explained above. Reference: Delete Prospects, Undelete Prospects

NEW QUESTION # 220
What information can you access on the Prospect List?

- A. Prospect's Company
- B. Prospect's Grade
- C. Prospect's Email Address
- D. Date of prospect's last activity
- E. Prospect's Score
- F. Prospect's Name
- G. Prospect's Title
- H. Date of when prospect converted from a visitor

Answer: A,B,D,E,F

Explanation:
According to the Salesforce documentation, the information that can be accessed on the Prospect List are: A) Prospect's Name, D) Prospect's Company, E) Prospect's Grade, F) Prospect's Score, and H) Date of prospect's last activity. The Prospect List is a feature that allows users to view and manage a list of prospects in Marketing Cloud Account Engagement. The Prospect List can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different columns of information for each prospect, such as name, company, grade, score, or last activity. The user can customize the columns that are displayed on the Prospect List, and they can also sort, filter, search, or export the Prospect List. The Prospect List can also show other information for each prospect, such as email address, title, date of when the prospect converted from a visitor, or custom fields, but these are not the default columns that are displayed on the Prospect List, and they need to be added by the user in the column settings.
Reference: Salesforce documentation

NEW QUESTION # 221
A user needs to change which email template is used in a running engagement program.
What is the first step the user must take In order to make this change?

- A. Change the wait time for the template

- B. Pause the Program
- C. Copy the original Engagement Program
- D. Delete the old sent email

Answer: B

Explanation:
According to the Salesforce documentation, the first step the user must take in order to change which email template is used in a running engagement program is to pause the program. A running engagement program is a program that is actively sending emails and performing actions to the prospects in the program. To make any changes to a running program, such as changing the email template, the user must first pause the program to stop the email sends and actions. After making the changes, the user can resume the program and continue the email sends and actions. Copying the original engagement program, changing the wait time for the template, or deleting the old sent email are not the first steps the user must take, as they will not allow the user to change the email template in the running program. Reference: Salesforce documentation

NEW QUESTION # 222
A marketing user wants to test two similar versions of an email to see which one performs better.
How should they run this test?

- A. Send one version to the list now, another to the same list later, and then compare the results to determine a winner based on clicks or opens.
- B. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on event signups.
- C. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens.
- D. Send the two versions to two different lists, and then compare the results to determine a winner based on clicks or opens.

Answer: C

Explanation:
The best way to run an A/B test in Marketing Cloud Account Engagement is to set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens. This way, you can compare the performance of the two versions on the same audience and avoid any bias or timing issues that might affect the results. Option A is not a good way to run an A/B test because sending the same list two different emails at different times might skew the results due to factors such as email fatigue, inbox clutter, or changing preferences. Option B is not a good way to run an A/B test because event signups might not be the best metric to measure the effectiveness of an email, especially if the event is not directly related to the email content or offer. Option C is not a good way to run an A/B test because sending the two versions to two different lists might introduce variability in the results due to differences in the list composition, quality, or behavior. Reference: How to Run an A/B Test in Marketing Cloud Account Engagement: A Step by Step Guide (2022), The Basics of A/B Testing in Marketing Cloud Account Engagement - The Spot

NEW QUESTION # 223
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