

**Exam Code: Marketing Cloud Account Engagement Specialist**

**Exam Name: Salesforce Certified Marketing Cloud Account Engagement Specialist**

## Exam A

### QUESTION 1

Form or Form Handler? I want to integrate with a third-party system.

- A. Form
- B. Form Handler

**Correct Answer: B**

**Section:**

**Explanation:**

Form handlers are the best option if you want to integrate with a third-party system, such as a payment gateway, a survey tool, or a webinar platform. Form handlers allow you to post data to more than one location, so you can send the prospect information to Marketing Cloud Account Engagement and to the external system at the same time<sup>1</sup>. You can also use form handlers to connect Marketing Cloud Account Engagement to your existing forms on your website or other platforms

### QUESTION 2

Form or Form Handler? I need to maintain my current lead flow.

- A. Form
- B. Form Handler

**Correct Answer: B**

**Section:**

**Explanation:**

Form handlers are also the best option if you need to maintain your current lead flow, such as using your own CRM or lead management system. Form handlers allow you to keep your existing forms and processes, while still capturing the prospect data in Marketing Cloud Account Engagement<sup>1</sup>. You can also use form handlers to avoid changing the look and feel of your forms, or to comply with any regulations or policies that require you to use your own forms

### QUESTION 3

Form or Form Handler? I need total control over my form's appearance.

- A. Form
- B. Form Handler

**Correct Answer: B**

**Section:**

**Explanation:**

Form handlers give you total control over your form's appearance, since you can use your own HTML and CSS to design and style your forms<sup>1</sup>. Form handlers also allow you to use any custom or advanced features that Marketing Cloud Account Engagement forms may not support, such as file uploads, conditional logic, or complex validation<sup>3</sup>. Form handlers are ideal for web developers who want to have full flexibility and customization over their forms

### QUESTION 4

Form or Form Handler? I need data de-duplication in the CRM.

- A. Form
- B. Form Handler

**Correct Answer: A**

**Section:**

**Explanation:**

Marketing Cloud Account Engagement forms are the best option if you need data de-duplication in the CRM, such as Salesforce. Marketing Cloud Account Engagement forms can automatically match and update existing records in the CRM based on the email address or other unique identifiers<sup>4</sup>. Marketing Cloud Account Engagement forms can also create new records in the CRM if the prospect does not exist yet<sup>4</sup>. Form handlers, on the other hand, do not have this functionality, and may create duplicate records in the CRM if the prospect already exists

#### QUESTION 5

Form or Form Handler? I want to use progressive profiling to personalize my form.

- A. Form Handler
- B. Form

**Correct Answer: B**

**Section:**

**Explanation:**

Marketing Cloud Account Engagement forms are the best option if you want to use progressive profiling to personalize your form. Progressive profiling is a feature that allows you to display different fields on your form based on what you already know about the prospect. This way, you can avoid asking the same questions repeatedly, and instead collect more relevant and valuable information over time. Form handlers do not support progressive profiling, and will always show the same fields on your form

#### QUESTION 6

Form or Form Handler? I need to be able to edit and change my form directly.

- A. Form
- B. Form Handler

**Correct Answer: A**

**Section:**

**Explanation:**

Marketing Cloud Account Engagement forms are the best option if you need to be able to edit and change your form directly. Marketing Cloud Account Engagement forms are built and managed completely in Marketing Cloud Account Engagement, and you can easily modify them using the form builder or the layout template. You can also preview and test your changes before publishing them. Form handlers, on the other hand, require you to edit and change your form on the external platform where it is hosted, and you may need to regenerate the code snippet if you add or remove any fields

#### QUESTION 7

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

**Correct Answer: A**

**Section:**

**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.

#### QUESTION 8

Completion Actions are retroactive.

- A. True
- B. False

Correct Answer: B

Section:

Explanation:

Completion actions are not retroactive and will only apply to prospects who complete the chosen action moving forward.Completion actions will fire each and every time a prospect takes the chosen action, except for when changing the prospect's Marketing Cloud Account Engagement score

QUESTION 9

Form or Form Handler? I want to use progressive profiling to personalize my form.

- A. Form Handler
- B. Form

Correct Answer: B

Section:

Explanation:

Form handlers allow you to use your own forms to post your data to Marketing Cloud Account Engagement. A form handler is a great alternative to use instead of Marketing Cloud Account Engagement forms. They allow you to fully customize the look of your form and submit data to more than one database. However, form handlers do not support progressive profiling, which is a feature that allows you to display new fields for known prospects and collect more information about them.To use progressive profiling, you need to create a Marketing Cloud Account Engagement form and enable it in the form settings

QUESTION 10

What is the main difference between automation rules and segmentation rules?

- A. Segmentation rules do not run retroactively
- B. Automation rules do run retroactively
- C. Automation rules run continuously; segmentation rules run once.
- D. Neither will 'unmatched' prospects

Automation Rules	Segmentation Rules
Offer the most comprehensive set of actions	Offer limited actions (that all deal with building lists and campaigns)
Run continuously	Run once

Correct Answer: C

Section:

Explanation:

Automation rules and segmentation rules are both types of Marketing Cloud Account Engagement automation that allow you to perform actions based on criteria. However, the main difference between them is that automation rules run continuously and segmentation rules run once. Automation rules are always on and listening for changes or activity, and they can apply actions to prospects that match the criteria now or in the future. Segmentation rules are designed to pull a one-time list of prospects, then apply the set actions, such as adding them to a list or a Salesforce campaign.Once run, segmentation rules have to be copied to run again

QUESTION 11

Which of the following can 'unmatched' prospects?

- A. Automation Rules
- B. Dynamic Lists
- C. Segmentation Rules

**Correct Answer: B**

**Section:**

**Explanation:**

Dynamic lists are lists that automatically add or remove prospects based on criteria that you define. Prospects can be "unmatched" from a dynamic list if they no longer meet the criteria. For example, if you have a dynamic list of prospects who have opened an email in the last 30 days, and a prospect does not open any email for 31 days, they will be removed from the list. Automation rules and segmentation rules do not "unmatch" prospects, they only apply actions to prospects that match the criteria

#### **QUESTION 12**

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

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

**Correct Answer: B, C, D**

**Section:**

**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

#### **QUESTION 13**

Identify three webinar connectors for Marketing Cloud Account Engagement

- A. ReadyTalk, GoTo Webinar, WebEx
- B. WebEx, JoinMe, GoTo Webinar
- C. Zoho, WebEx, ReadyTalk
- D. Adobe Connect, Lync, BlueJeans

**Correct Answer: A**

**Section:**

**Explanation:**

Marketing Cloud Account Engagement has native webinar connectors for ReadyTalk, GoToWebinar, and WebEx. These connectors allow you to sync webinar data with Marketing Cloud Account Engagement and use it for segmentation, automation, and reporting. You can also create webinar campaigns in Marketing Cloud Account Engagement and track the registration and attendance of prospects

#### **QUESTION 14**

Identify the paid search ad platforms for which Marketing Cloud Account Engagement has a native integration.

- A. Google AdWords
- B. Bing
- C. Yahoo
- D. All of the Above

**Correct Answer: A**

**Section:**

**Explanation:**

Marketing Cloud Account Engagement has a native integration with Google AdWords that allows you to track and measure the effectiveness of your paid search campaigns. You can link your AdWords account to Marketing Cloud Account Engagement and import cost data, conversions, and revenue information. You can also use Marketing Cloud Account Engagement to create landing pages and forms for your AdWords campaigns and track the prospects who click on your ads. Marketing Cloud Account Engagement does not have a native integration with Bing, Yahoo, or any other paid search ad platforms

#### QUESTION 15

What factors are involved with and determine email deliverability?

(Choose 2)

- A. Sender Policy Framework (SPF)
- B. Domain Keys
- C. Sender ID
- D. Whitelist
- E. CAN-SPAM

**Correct Answer: A, B**

**Section:**

**Explanation:**

Email deliverability is the measure of how successfully your emails reach the inbox of your recipients without bouncing or being marked as spam. Email deliverability depends on several factors, such as your sender reputation, your email content, and your email authentication. Two of the most important email authentication methods are Sender Policy Framework (SPF) and DomainKeys Identified Mail (DKIM). SPF is a protocol that allows you to specify which IP addresses are authorized to send emails from your domain. DKIM is a protocol that allows you to digitally sign your emails with a private key and verify them with a public key published in your domain's DNS records. Both SPF and DKIM help prevent email spoofing and phishing, and improve your sender reputation and deliverability

#### QUESTION 16

What are the benefits of warming up an IP address?

- A. Increase Deliverability
- B. Avoid IP Blacklisting
- C. IPs don't work well when cold
- D. Build up email reputation

**Correct Answer: A, D**

**Section:**

**Explanation:**

Warming up an IP address is the process of gradually increasing the volume of emails sent from a new or cold IP address to establish a good reputation with the Internet Service Providers (ISPs) and avoid being blocked or filtered as spam. Warming up an IP address has two main benefits: increasing deliverability and building up email reputation. Increasing deliverability means that your emails have a higher chance of reaching the inbox of your recipients, rather than being rejected, bounced, or sent to the spam folder. Building up email reputation means that your IP address is recognized as a legitimate and trustworthy sender by the ISPs, and that your emails are compliant with the best practices and standards of email marketing

#### QUESTION 17

What is an ideal Click-Through Rate (CTR)?

- A. 1%
- B. more than 5%
- C. more than 2%
- D. less than 1%

**Correct Answer: C**

**Section:**

**Explanation:**

Click-through rate (CTR) is the percentage of recipients who click on a link in your email. CTR is an indicator of how engaging and relevant your email content is to your audience. CTR can vary depending on the industry, the type of email, the subject line, the call to action, and other factors. However, according to various sources, the average CTR for email marketing across all industries is around 2.6%.Therefore, a CTR of more than 2% can be considered as an ideal or good CTR for email marketing

#### **QUESTION 18**

When is a prospect automatically removed from future email sends?

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

**Correct Answer: B, E**

**Section:**

**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

#### **QUESTION 19**

What is Lead Qualification? (select two)

- A. The process of determining when a prospect is ready for follow up from your sales team.
- B. An automated set of actions that ensures your sales team gets a steady stream of purchase-ready prospects.
- C. The process of determining when a prospect is ready for follow up from your marketing team.

**Correct Answer: A, C**

**Section:**

**Explanation:**

Lead qualification is the process of identifying and organizing potential customers best-suited for your products or services and who will most likely make a purchase. Lead qualification involves two main steps: determining when a prospect is ready for follow up from your sales team and determining when a prospect is ready for follow up from your marketing team. The first step is to assess the prospect's level of interest, need, budget, and authority to buy your product or service. This can be done using various lead qualification frameworks and criteria, such as BANT, CHAMP, or MEDDIC. The second step is to nurture the prospect with relevant and personalized content until they are ready to buy.This can be done using various lead nurturing strategies and tools, such as email marketing, content marketing, or marketing automation

#### **QUESTION 20**

What is a good default sales ready lead score?

- A. 75
- B. 50
- C. 200
- D. 100

**Correct Answer: D**

**Section:****Explanation:**

A good default sales ready lead score is 100, as this indicates a high level of interest and engagement from the prospect. Lead scoring is a way of assigning a numerical value to each prospect based on their behavior and profile, such as visiting your website, opening your emails, filling out forms, etc. The higher the score, the more likely the prospect is to buy from you. A lead score of 100 means that the prospect has met all the criteria you have set for a sales ready lead, such as viewing a specific page, requesting a demo, or downloading a white paper. You can customize your lead scoring criteria and thresholds according to your business needs and goals. For more details --->12

**QUESTION 21**

What is the baseline grade assigned to a prospect?

- A. C
- B. D
- C. B
- D. A

**Correct Answer: B**

**Section:****Explanation:**

The baseline grade assigned to a prospect is D. A Marketing Cloud Account Engagement grade is a rating based on how well a prospect's profile matches your ideal customer profile. The prospect rating is expressed as a letter grade that ranges from F (worst) to A+ (best). Marketing Cloud Account Engagement assigns an initial grade of D to all prospects. You can then adjust the grade up or down based on the prospect's attributes, such as industry, job title, company size, location, etc. The grade reflects how well the prospect fits your target market and how qualified they are for your product or service. You can create different grading profiles for different personas or segments, and assign prospects to profiles based on certain criteria. For more details --->345

**QUESTION 22**

What does Marketing Cloud Account Engagement sync first with Salesforce?

- A. Contacts
- B. Leads

**Correct Answer: A**

**Section:****Explanation:**

Marketing Cloud Account Engagement syncs first with contacts in Salesforce. Marketing Cloud Account Engagement and Salesforce work together to keep data aligned between the two platforms. Some of the data that syncs bi-directionally are leads, contacts, and campaigns. Some of the data that syncs one-directionally from Salesforce to Marketing Cloud Account Engagement are accounts, opportunities, and tasks. By default, when Marketing Cloud Account Engagement syncs a prospect, Marketing Cloud Account Engagement looks for contacts with a matching email address as first priority. If it doesn't find any, it will look for a matching lead to sync with. If it doesn't find one of those, either, it will create a lead. This ensures that Marketing Cloud Account Engagement does not create duplicate records in Salesforce. You can also configure Marketing Cloud Account Engagement to create contacts or person accounts instead of leads, depending on your preference. For more details --->678910

**QUESTION 23**

The baseline grade will show on the prospect profile at all times.

- A. True
- B. False

**Correct Answer: B**

**Section:****Explanation:**

The baseline grade will not show on the prospect profile at all times. The baseline grade is the initial grade that Marketing Cloud Account Engagement assigns to all prospects before any adjustments are made based on their attributes. The baseline grade is D by default, but you can change it in your account settings. The baseline grade will only show on the prospect profile if the grade has not changed positively or negatively. Once the grade



changes, the baseline grade will be replaced by the current grade. The current grade reflects the prospect's fit for your ideal customer profile based on the criteria you have set. You can view the grade history and the grade changes on the prospect profile. For more details --->111213

**QUESTION 24**

What is a good bounce rate?

- A. Less than 5%
- B. More than 20%
- C. Less than 10%
- D. More than 10%

**Correct Answer: C**

**Section:**

**Explanation:**

A good bounce rate is less than 10%. Bounce rate is the percentage of visitors who leave a website after viewing only one page. It indicates how frequently users visit your site without interacting or exploring further. A high bounce rate may indicate that your content is unsatisfactory or poorly optimized. A low bounce rate may indicate that your content is engaging or useful. However, bounce rate can also vary depending on the industry, page type, and traffic source. For example, a blog may have a higher bounce rate than an ecommerce site, because users may only read one article and then leave. Similarly, a landing page may have a lower bounce rate than a home page, because users may be more likely to click on a call-to-action. Therefore, it is important to compare your bounce rate with industry benchmarks, page types, and traffic sources. As a general rule, a good bounce rate is around 40% or lower, while a bounce rate of 60% or higher may be an indication that you need to evaluate your page content and make it more helpful and engaging for users. For more details --->14151617

**QUESTION 25**

How often does Marketing Cloud Account Engagement sync with Salesforce?

- A. 5 minutes
- B. Real time
- C. 10 minutes
- D. 30 minutes

**Correct Answer: C**

**Section:**

**Explanation:**

Marketing Cloud Account Engagement syncs with Salesforce every 10 minutes. Marketing Cloud Account Engagement and Salesforce work together to keep data aligned between the two platforms. Some of the data that syncs bi-directionally are leads, contacts, and campaigns. Some of the data that syncs one-directionally from Salesforce to Marketing Cloud Account Engagement are accounts, opportunities, and tasks. Marketing Cloud Account Engagement syncs with Salesforce every 10 minutes by default, but you can also trigger a sync manually or by certain actions. For example, you can sync a prospect from their record in Marketing Cloud Account Engagement or Salesforce, or you can sync a group of prospects by using automation rules, segmentation rules, or imports. You can also sync a prospect by changing their Marketing Cloud Account Engagement campaign, assigned user, or email opt-out status. You can view the sync status and history on the prospect record in Marketing Cloud Account Engagement or Salesforce. For more details --->18192021

**QUESTION 26**

What is required for a record in salesforce to be synced or created as a prospect record in Marketing Cloud Account Engagement?

- A. Name
- B. Company
- C. Phone
- D. Email address

**Correct Answer: D**

**Section:**

**Explanation:**

The only required field for a record in Salesforce to be synced or created as a prospect record in Marketing Cloud Account Engagement is the email address. Marketing Cloud Account Engagement uses the email address as the unique identifier for prospects, so it is mandatory for any record to sync between the two platforms. Other fields, such as name, company, or phone, are optional and can be mapped between Marketing Cloud Account Engagement and Salesforce, but they are not required for the sync to happen. For more details --->123

#### QUESTION 27

If the information in Salesforce differs from the information in Marketing Cloud Account Engagement, by default what information will be kept?

- A. The information in Salesforce will override the information in Marketing Cloud Account Engagement
- B. The information in Marketing Cloud Account Engagement will override the information in Salesforce
- C. All information will be kept, which may result in two records for one person
- D. The differing information will be deleted from both Salesforce and Marketing Cloud Account Engagement, which may result in blank records [https://help.salesforce.com/articleView?id=Marketing\\_Cloud\\_Account\\_Engagement\\_default\\_prospect\\_field\\_mapping.htm&type=5](https://help.salesforce.com/articleView?id=Marketing_Cloud_Account_Engagement_default_prospect_field_mapping.htm&type=5)

**Correct Answer: A**

**Section:**

**Explanation:**

By default, if the information in Salesforce differs from the information in Marketing Cloud Account Engagement, the information in Salesforce will override the information in Marketing Cloud Account Engagement. This means that Salesforce is the master source of truth for most fields, and any changes made in Salesforce will overwrite the values in Marketing Cloud Account Engagement. However, this behavior can be customized for each field in Marketing Cloud Account Engagement, by choosing one of the following options: Use Marketing Cloud Account Engagement's value, Use Salesforce's value, or Use the most recently updated record. You can also prevent a field from syncing at all by choosing Do not sync. For more details --->45

#### QUESTION 28

When an opportunity is created in Marketing Cloud Account Engagement from the sync with Salesforce, what campaign is set on the opportunity?

- A. The last campaign of the last contact associated with the opportunity
- B. The first campaign of the first contact associated with the opportunity
- C. The first campaign of the last contact associated with the opportunity
- D. The last campaign of the first contact associated to the opportunity.

**Correct Answer: B**

**Section:**

**Explanation:**

When an opportunity is created in Marketing Cloud Account Engagement from the sync with Salesforce, the campaign that is set on the opportunity is the first campaign of the first contact associated with the opportunity. This means that Marketing Cloud Account Engagement will look at the contact roles of the opportunity in Salesforce, and find the contact that was added first. Then, Marketing Cloud Account Engagement will look at the campaign history of that contact, and find the campaign that was assigned first. That campaign will be the one that is associated with the opportunity in Marketing Cloud Account Engagement. This helps Marketing Cloud Account Engagement track the source and influence of the opportunity. For more details --->678

#### QUESTION 29

Opportunities in Salesforce must be tied to a Contact syncing with Marketing Cloud Account Engagement for them the opportunity to be created in Marketing Cloud Account Engagement.

- A. True
- B. False

**Correct Answer: A**

**Section:**

**Explanation:**

Opportunities in Salesforce must be tied to a contact syncing with Marketing Cloud Account Engagement for them to be created in Marketing Cloud Account Engagement. This means that the opportunity must have at least one contact role in Salesforce, and that contact must be syncing with a prospect in Marketing Cloud Account Engagement. If the opportunity does not have any contact roles, or the contact is not syncing with Marketing Cloud

Account Engagement, the opportunity will not be created in Marketing Cloud Account Engagement. This is because Marketing Cloud Account Engagement needs a prospect to associate the opportunity with, and the contact role is the link between the opportunity and the prospect. For more details --->91011

### QUESTION 30

By default Marketing Cloud Account Engagement will sync with what types of accounts in Salesforce?

- A. Contact Accounts
- B. Lead Accounts
- C. Persons Accounts

**Correct Answer: A**

**Section:**

**Explanation:**

By default, Marketing Cloud Account Engagement will sync with contact accounts in Salesforce. Contact accounts are the standard account type in Salesforce, where each account can have multiple contacts related to it. Marketing Cloud Account Engagement can sync with contact accounts and their related contacts, leads, and opportunities. However, Marketing Cloud Account Engagement can also sync with person accounts in Salesforce, if they are enabled in your org. Person accounts are a special account type in Salesforce, where each account is also a contact. Marketing Cloud Account Engagement can sync with person accounts and their related opportunities, but not with leads. To sync with person accounts, you need to enable the option in the Salesforce connector settings in Marketing Cloud Account Engagement. For more details --->121314

### QUESTION 31

By default (using business accounts) Marketing Cloud Account Engagement creates new records as:

- A. Leads
- B. Contacts

**Correct Answer: A**

**Section:**

**Explanation:**

By default (using business accounts), Marketing Cloud Account Engagement creates new records as leads in Salesforce. This means that when a prospect is assigned to a user in Marketing Cloud Account Engagement, and there is no matching lead or contact in Salesforce, Marketing Cloud Account Engagement will create a new lead record in Salesforce and sync with it. However, you can also configure Marketing Cloud Account Engagement to create new records as contacts or person accounts in Salesforce, depending on your preference. To do this, you need to enable the option in the Salesforce connector settings in Marketing Cloud Account Engagement, and make sure that the connector user has the appropriate permissions in Salesforce. For more details --->151617

### QUESTION 32

You can set up Marketing Cloud Account Engagement yourself to sync with Person Accounts.

- A. True
- B. False (you need to contact Marketing Cloud Account Engagement support to enable this functionality)

**Correct Answer: B**

**Section:**

**Explanation:**

You cannot set up Marketing Cloud Account Engagement yourself to sync with Person Accounts. You need to contact Marketing Cloud Account Engagement support to enable this functionality, as it is not available by default. Person Accounts are a special type of account in Salesforce that combines the attributes of both accounts and contacts. To sync Marketing Cloud Account Engagement with Person Accounts, you need to follow some additional steps, such as enabling Person Account Syncing, creating Person Accounts instead of Leads, and adding Marketing Cloud Account Engagement data to Person Account layouts<sup>12</sup>Reference:1:Person Account Syncing with Salesforce2:What To Know Before Using Person Accounts in Marketing Cloud Account Engagement & Salesforce

### QUESTION 33

What could cause standard sync actions from occurring?

- A. A large sync queue
- B. Connector is not verified or has become unverified
- C. Salesforce API limit has been reached
- D. All of the above

**Correct Answer: D**

**Section:**

**Explanation:**

All of the above options could cause standard sync actions from occurring. A large sync queue means that there are many prospects waiting to be synced between Marketing Cloud Account Engagement and Salesforce, which could delay or prevent the sync process. A connector that is not verified or has become unverified means that the authentication between Marketing Cloud Account Engagement and Salesforce has failed, which could interrupt the sync process. A Salesforce API limit that has been reached means that the number of API calls that Salesforce allows per day has been exceeded, which could stop the sync process<sup>34</sup>[Reference:3:Salesforce Marketing Cloud Account Engagement Consultant Certification Flashcards](#)<sup>4</sup>[Salesforce Certified Marketing Cloud Account Engagement Consultant Exam Flashcards](#)

#### QUESTION 34

You can set up Marketing Cloud Account Engagement to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account.

- A. True
- B. False

**Correct Answer: A**

**Section:**

**Explanation:**

You can set up Marketing Cloud Account Engagement to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account. This is a feature of Marketing Cloud Account Engagement's Search Marketing, which allows you to track and optimize your website's SEO performance and compare it with your competitors. You can enable the weekly search marketing email in your user preferences, and choose which metrics and competitors you want to include in the report<sup>56</sup>[Reference:5:Marketing Cloud Account Engagement Competitor Monitoring: Spy on Competitor SEO Health](#)<sup>6</sup>[Understanding Marketing Cloud Account Engagement Notifications for User Email Preferences](#)

#### QUESTION 35

What information can you find about your competitors in Marketing Cloud Account Engagement?

- A. Alexa rank
- B. BBB score
- C. News article mentions
- D. Number of inbound links
- E. Number of indexed pages

**Correct Answer: A, D, E**

**Section:**

**Explanation:**

You can find the following information about your competitors in Marketing Cloud Account Engagement: Alexa rank, number of inbound links, and number of indexed pages. These are the metrics that Marketing Cloud Account Engagement's competitor website monitoring feature provides, which help you assess how well your competitors' websites are performing in terms of SEO. Alexa rank is a measure of how popular a website is compared to millions of other websites. Number of inbound links is the total number of links from other websites that point to a website. Number of indexed pages is the total number of pages that a website has that are recognized by search engines<sup>78</sup>[Reference:7:Competitor Tracking in Marketing Cloud Account Engagement: 3 Best Practices](#)<sup>8</sup>[Salesforce Marketing Cloud Account Engagement: How To Maximise ROI in B2B Marketing Automation](#)

#### QUESTION 36

What are the daily system generated emails?

- A. Daily prospect activity emails (for all prospects)
- B. Daily prospect activity emails (for my prospects)
- C. Daily visitor activity emails
- D. Prospect assignment notification
- E. Daily prospect assignment emails
- F. Weekly search marketing email (sent on Mondays)
- G. Starred prospect activity alerts

**Correct Answer: A, B, C, E**

**Section:**

**Explanation:**

The daily system generated emails are: daily prospect activity emails (for all prospects), daily prospect activity emails (for my prospects), daily visitor activity emails, and daily prospect assignment emails. These are the emails that Marketing Cloud Account Engagement sends to users based on their preferences, which provide a summary of the activities and actions of prospects and visitors on a daily basis. Daily prospect activity emails (for all prospects) show the activities of all prospects in your Marketing Cloud Account Engagement account. Daily prospect activity emails (for my prospects) show the activities of the prospects that are assigned to you. Daily visitor activity emails show the activities of the anonymous visitors on your website. Daily prospect assignment emails show the prospects that have been assigned to you or to other users.<sup>910</sup>Reference:9:Auto generated email -- How to guide<sup>10</sup>:Customizing the System Generated Emails

#### QUESTION 37

What are the limitations of connecting Marketing Cloud Account Engagement to a Salesforce Sandbox account?

- A. If connected to a sandbox first, when you create your production connector, all prospects will not automatically queue to sync.
- B. Marketing Cloud Account Engagement can't 'wipe' data, so you will need to manually delete any prospects and data that is brought into your Marketing Cloud Account Engagement account from the sandbox connector before enabling the connector for your production instance.
- C. You cannot sync with a sandbox at all

**Correct Answer: A, B**

**Section:**

**Explanation:**

The limitations of connecting Marketing Cloud Account Engagement to a Salesforce Sandbox account are: if connected to a sandbox first, when you create your production connector, all prospects will not automatically queue to sync, and Marketing Cloud Account Engagement can't "wipe" data, so you will need to manually delete any prospects and data that is brought into your Marketing Cloud Account Engagement account from the sandbox connector before enabling the connector for your production instance. A Salesforce Sandbox account is a copy of your production environment that you can use for testing and development purposes. Marketing Cloud Account Engagement Sandboxes are test versions of a Marketing Cloud Account Engagement Business Unit that you can provision within a Salesforce Sandbox. However, Marketing Cloud Account Engagement Sandboxes have some limitations that you need to be aware of before using them. One limitation is that if you connect Marketing Cloud Account Engagement to a Salesforce Sandbox first, and then create a production connector, the prospects in your Marketing Cloud Account Engagement account will not automatically sync with the production environment. You will need to manually sync them or use an automation tool to do so. Another limitation is that Marketing Cloud Account Engagement cannot erase the data that is brought into your Marketing Cloud Account Engagement account from the sandbox connector, such as prospects, fields, and assets. You will need to manually delete them before enabling the connector for your production instance, or else you will end up with duplicate or unwanted data in your Marketing Cloud Account Engagement account.<sup>1112</sup>Reference:11:Marketing Cloud Account Engagement Sandboxes: What They Can, and Can't Do<sup>12</sup>:Use Marketing Cloud Account Engagement Sandboxes

#### QUESTION 38

What is the best practice when users leave the company and have assigned prospects?

- A. Reassign all prospects in the CRM
- B. Review and modify any completion actions, automation rules, drip programs and dynamic lists that reference the user.
- C. Delete the user from Marketing Cloud Account Engagement
- D. All of the above
- E. A & B

**Correct Answer: E**

**Section:**

**Explanation:**

When users leave the company and have assigned prospects, the best practice is to reassign all prospects in the CRM and review and modify any completion actions, automation rules, drip programs and dynamic lists that reference the user. This will ensure that the prospects are not left unattended and that the marketing activities are updated accordingly. Deleting the user from Marketing Cloud Account Engagement is not recommended as it will remove the user's history and activity data.

#### **QUESTION 39**

What are the key technical items required to set up during implementation?

- A. Tracking Code
- B. Email Authentication
- C. CNAME
- D. IP Whitelisting
- E. Using Custom Fonts

**Correct Answer: A, B, C, D**

**Section:**

**Explanation:**

The key technical items required to set up during implementation are tracking code, email authentication, CNAME and IP whitelisting. Tracking code enables Marketing Cloud Account Engagement to track visitor and prospect activity on your website. Email authentication improves the deliverability and reputation of your emails. CNAME or vanity alias provides a seamless transition for your prospects when visiting pages and forms that you host on your site and Marketing Cloud Account Engagement hosted campaign elements. IP whitelisting allows you to restrict access to Marketing Cloud Account Engagement based on IP addresses.

#### **QUESTION 40**

A CNAME or vanity alias, is used to provide a seamless transition for your prospects when visiting pages and forms that you host on your site and Marketing Cloud Account Engagement hosted campaign elements such as; landing pages, search results and individually tracked links sent in your emails.

- A. True
- B. False

**Correct Answer: A**

**Section:**

**Explanation:**

A CNAME or vanity alias is used to provide a seamless transition for your prospects when visiting pages and forms that you host on your site and Marketing Cloud Account Engagement hosted campaign elements such as landing pages, search results and individually tracked links sent in your emails. This is true because a CNAME allows you to use your own domain name instead of the default go.Marketing Cloud Account Engagement.com domain name, which enhances your branding and trustworthiness.

#### **QUESTION 41**

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

**Correct Answer: A**

**Section:**

**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.

#### **QUESTION 42**

What is tracked by the custom email links generated by Marketing Cloud Account Engagement?

- A. Link clicks
- B. Page visits
- C. Email opens
- D. Form completions
- E. Unsubscribe

**Correct Answer: A, B, C**

**Section:**

**Explanation:**

The custom email links generated by Marketing Cloud Account Engagement are tracked for link clicks, page visits and email opens. Link clicks are recorded when a prospect clicks on a link in an email. Page visits are recorded when a prospect visits a page on your website that has the Marketing Cloud Account Engagement tracking code. Email opens are recorded when a prospect opens an email and downloads the invisible image that Marketing Cloud Account Engagement inserts in the email. Form completions and unsubscribes are not tracked by the custom email links, but by other methods.

#### **QUESTION 43**

What does the Data.com connector allow you to do?

- A. Sync all your prospects to Salesforce
- B. Connect with your meeting software
- C. Quickly jump into the Data.com results for a prospect or their company

**Correct Answer: C**

**Section:**

**Explanation:**

The Data.com connector allows you to quickly jump into the Data.com results for a prospect or their company. This feature enables you to access additional information and insights about your prospects and accounts from Data.com, such as industry, revenue, employee count, contact details and more. The Data.com connector does not sync your prospects to Salesforce, connect with your meeting software or do anything else.

#### **QUESTION 44**

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

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

**Correct Answer: A**

**Section:**

**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.

#### **QUESTION 45**

You want to get some insight into a prospects score at each stage in their lifecycle. What Marketing Cloud Account Engagement report can you use?

- A. Form report
- B. Conversions report
- C. List email report
- D. Prospect lifecycle report

**Correct Answer: D**

**Section:**

**Explanation:**

The Prospect Lifecycle report shows how prospects move through the sales funnel, from visitors to customers. It also displays the average score and grade of prospects at each stage, as well as the number of days they spend in each stage. This report can help you understand how your marketing efforts are influencing the prospects' journey and identify areas for improvement.

Reference:Marketing Cloud Account Engagement Reports Overview,Prospect Lifecycle Report

#### **QUESTION 46**

You want to track prospects that click on a banner ad. What do you use?

- A. Customer redirect
- B. Page actions
- C. Lead scoring and grading
- D. Completion actions

**Correct Answer: A**

**Section:**

**Explanation:**

Custom redirects are special URLs that track link clicks and conversions for any online marketing content, such as banner ads, social media posts, or third-party websites. You can use custom redirects to measure the effectiveness of your online advertising campaigns and track the behavior of prospects who click on your links.

Reference:Custom Redirects,Create Custom Redirects

#### **QUESTION 47**

What happens if a prospect is removed from a drip program and later added back?

- A. They will start the drip campaign again.
- B. Prospects can't be added to drip campaigns after they have been removed.
- C. They will skip the first step and move to the second step.
- D. They will resume the drip where they left off

**Correct Answer: D**

**Section:**

**Explanation:**

Drip programs are automated email campaigns that send a series of messages to prospects based on predefined criteria and triggers. If a prospect is removed from a drip program, they will stop receiving any emails from that program. However, if they are added back to the same drip program, they will resume the drip where they left off, unless the drip program has been reset or modified.

Reference: [Drip Programs], [Add Prospects to Drip Programs]

#### **QUESTION 48**

What report allows you to see how successful or active a form has been on your site?

- A. Campaign reports



- B. Landing Page reports
- C. Form reports
- D. Conversion reports
- E. None of the above

**Correct Answer: C**

**Section:**

**Explanation:**

Form reports show the performance and activity of your Marketing Cloud Account Engagement forms, which are web forms that capture prospect information. You can use form reports to see how many prospects have viewed, completed, or started but not completed your forms, as well as the conversion rate and average time to complete. You can also drill down into individual form submissions and view the prospect's details and activities.

Reference: [Form Reports], [View Form Reports]

#### **QUESTION 49**

You want your Sales team to be able to send one-to-one emails in Marketing Cloud Account Engagement and no list emails. How can you do this?

- A. Set them up as a Marketing user and then control how many emails can be sent.
- B. You can't send one-to-one emails out of Marketing Cloud Account Engagement.
- C. Set them up as a one-to-one email user only
- D. Set them up as a Sales user in Marketing Cloud Account Engagement

**Correct Answer: D**

**Section:**

**Explanation:**

Sales users are Marketing Cloud Account Engagement users who have access to the prospect database and can send one-to-one emails to prospects, but not list emails. Sales users can also view and edit prospect records, create tasks and activities, and sync prospects with Salesforce. You can set up sales users in Marketing Cloud Account Engagement by assigning them the Sales role and enabling the one-to-one email option in their user settings.

Reference: [User Roles], [Create and Edit Users]

#### **QUESTION 50**

How can an admin find the number of mailable prospects in their database?

- A. View all Segmentation lists
- B. Navigate to the prospect list and select 'Mailable Prospects'
- C. View the sync queue
- D. Navigate to the overview section

**Correct Answer: B**

**Section:**

**Explanation:**

Mailable prospects are prospects who have opted in to receive email communication from you and have not bounced or unsubscribed. You can find the number of mailable prospects in your database by navigating to the prospect list and selecting "Mailable Prospects" from the dropdown menu. You can also filter the list by tags, campaigns, or custom fields to segment your mailable prospects.

Reference: [Mailable Prospects], [Filter Prospects]

#### **QUESTION 51**

You want to export a list of prospects, but you only need the default fields. What can you use?

- A. Use the Simple Export option

- B. Use the Express Export option
- C. Copy and paste the information from the Prospect table into Excel.
- D. You have to export all the fields. Marketing Cloud Account Engagement doesn't allow you to choose only the default fields. An Express Export includes all default prospect fields, scores, and grades but does not include custom fields.

**Correct Answer: B**

**Section:**

**Explanation:**

Express Export is a feature that allows you to export a list of prospects with only the default fields, such as email, name, company, score, and grade. This option is faster and simpler than the full export, which includes all the custom fields as well. You can use the Express Export option by selecting a list of prospects and clicking on the "Tools" button, then choosing "Express Export".

Reference: [Export Prospects], [Express Export]

#### **QUESTION 52**

What can the GoToWebinar connector do?

- A. Register prospects for GoToWebinar events
- B. Display how long a prospect watched a webinar
- C. Automatically pull in prospects who exist in GoToWebinar but not Marketing Cloud Account Engagement
- D. Display registrations and attendance as activities
- E. Pulls in Marketing Cloud Account Engagement emails to use in GoToWebinar

**Correct Answer: A, C, D**

**Section:**

**Explanation:**

The GoToWebinar connector is a feature that allows you to integrate Marketing Cloud Account Engagement with GoToWebinar, a web conferencing platform. With this connector, you can: Register prospects for GoToWebinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions.

Automatically pull in prospects who exist in GoToWebinar but not Marketing Cloud Account Engagement and create new prospect records for them.

Display registrations and attendance as activities on the prospect's record and use them as criteria for segmentation, automation, and reporting.

Reference: [GoToWebinar Connector], [Set Up the GoToWebinar Connector]

#### **QUESTION 53**

What are 2 ways to define a user's role?

- A. From the list view
- B. Through an automation rule
- C. During the import process
- D. Directly from the user record

**Correct Answer: C, D**

**Section:**

**Explanation:**

You can define a user's role in two ways: during the import process or directly from the user record. During the import process, you can assign a role to multiple users at once by using a CSV file. Directly from the user record, you can edit the role of a single user by selecting it from the dropdown menu. You cannot define a user's role from the list view or through an automation rule.

Reference: Create and Edit Users, Import Users

#### **QUESTION 54**

If a prospect clicks on a custom redirect after filling out a form, will the prospect's assigned Marketing Cloud Account Engagement campaign change?

- A. Yes, but only if the Marketing Cloud Account Engagement completion action for the custom redirect is set to change the campaign.
- B. No, a Marketing Cloud Account Engagement campaign will always stay the same since it's a first touchpoint.
- C. Yes, the Marketing Cloud Account Engagement campaign will change based on the page the custom redirect links to.
- D. No, it's not possible to change a Marketing Cloud Account Engagement campaign by clicking on a custom redirect.

**Correct Answer: A**

**Section:**

**Explanation:**

A custom redirect is a special URL that tracks link clicks and conversions for any online marketing content. If a prospect clicks on a custom redirect after filling out a form, the prospect's assigned Marketing Cloud Account Engagement campaign will change only if the Marketing Cloud Account Engagement completion action for the custom redirect is set to change the campaign. Otherwise, the prospect's campaign will remain the same, since it is based on the first touchpoint. The page that the custom redirect links to does not affect the prospect's campaign.

Reference: Custom Redirects, Completion Actions, [Marketing Cloud Account Engagement Campaigns]

#### **QUESTION 55**

Rules, Form completion actions, and more.

What are 3 social posting connectors Marketing Cloud Account Engagement offers?

- A. Twitter
- B. Instagram
- C. Facebook
- D. LinkedIn
- E. Snapchat

**Correct Answer: A, C, D**

**Section:**

**Explanation:**

Marketing Cloud Account Engagement offers three social posting connectors: Twitter, Facebook, and LinkedIn. These connectors allow you to create and schedule social media posts from Marketing Cloud Account Engagement and track the engagement of your prospects. Marketing Cloud Account Engagement does not offer social posting connectors for Instagram or Snapchat.

Reference: [Social Posting], [Set Up Social Posting Connectors]

#### **QUESTION 56**

How can a Prospects score be changed?

- A. Segmentation rule
- B. Profile
- C. Completion Actions
- D. Manually

**Correct Answer: C, D**

**Section:**

**Explanation:**

A prospect's score is a numerical value that indicates their level of interest in your products or services. You can change a prospect's score in two ways: using completion actions or manually. Completion actions are tasks that are performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to adjust a prospect's score based on their behavior. Manually, you can edit a prospect's score by entering a new value in the score field on their record. You cannot change a prospect's score using segmentation rules or profiles.

Reference: [Scoring], Completion Actions, [Edit Prospects]

#### **QUESTION 57**

How can you send an automated email to a prospect after they fill out a form?

- A. Using an Automation Rule
- B. Using a Completion Action
- C. None of the above
- D. Using a Segmentation Rule

**Correct Answer: A, B**

**Section:**

**Explanation:**

You can send an automated email to a prospect after they fill out a form using either an automation rule or a completion action. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use an automation rule to send an email to prospects who fill out a specific form or any form. A completion action is a task that is performed after a prospect successfully completes a marketing element. You can use a completion action to send an email to prospects who fill out a particular form. You cannot use a segmentation rule to send an email, since segmentation rules are used to segment prospects into lists or update their field values.

Reference: [Automation Rules], Completion Actions, [Segmentation Rules]

#### QUESTION 58

Does an automation rule ever match a prospect more than once?

- A. Yes, automation rules run every time.
- B. No, an automation rule will only affect a prospect one time An automation rule can match a prospect more than once if you enable Repeat Rule. Otherwise, an automation rule will only affect a prospect one time.

**Correct Answer: B**

**Section:**

**Explanation:**

An automation rule is a criteria-based action that is triggered when a prospect matches the rule. By default, an automation rule will only affect a prospect one time, unless you enable the Repeat Rule option. If you enable the Repeat Rule option, the automation rule can match a prospect more than once, as long as they meet the criteria each time. Automation rules do not run every time, since they are evaluated based on a schedule that you can set.

Reference: [Automation Rules], [Repeat Automation Rules]

#### QUESTION 59

Which three activities can be used to trigger an increase or decrease in a prospect's score? (Choose three answers.)

- A. Unsubscribing from an email
- B. Printing an email
- C. Clicking a link in an email
- D. Opening an email
- E. Forwarding an email

**Correct Answer: A, C, D**

**Section:**

**Explanation:**

The three activities that can be used to trigger an increase or decrease in a prospect's score are unsubscribing from an email, clicking a link in an email, and opening an email. A prospect's score is a numerical value that indicates their level of interest in your products or services. You can use scoring rules to assign positive or negative points to prospects based on their actions, such as opening an email, clicking a link, or filling out a form. You can also use scoring categories to assign points based on specific products, services, or business units. Unsubscribing from an email, clicking a link in an email, and opening an email are all examples of actions that can affect a prospect's score

#### QUESTION 60

What is the fastest way for an Administrator to create a one-time of prospects who match specific criteria?

- A. Use a dynamic list.
- B. Use a completion action.
- C. Use an automation rule.
- D. Use a segmentation rule.

**Correct Answer: D**

**Section:**

**Explanation:**

The fastest way for an Administrator to create a one-time list of prospects who match specific criteria is to use a segmentation rule. A segmentation rule is a rule that runs once and matches prospects based on the criteria you set. You can use a segmentation rule to perform actions on the matched prospects, such as adding them to a list, assigning them to a user, or changing their field values. A segmentation rule is useful when you want to segment your prospects quickly and easily without creating a dynamic list or an automation rule.

#### **QUESTION 61**

What does the Google Analytics connector allow Marketing Cloud Account Engagement to do?

- A. Update the conversion field in Google Analytics.
- B. Sync prospects with Google AdWords.
- C. Send emails to prospects from Gmail.
- D. Append UTM parameters to a prospect record.

**Correct Answer: D**

**Section:**

**Explanation:**

The Google Analytics connector allows Marketing Cloud Account Engagement to append UTM parameters to a prospect record. UTM parameters are tags that you can add to the end of a URL to track the source, medium, campaign, term, and content of your web traffic. By connecting Marketing Cloud Account Engagement with Google Analytics, you can automatically add UTM parameters to your Marketing Cloud Account Engagement tracked links and sync them with the prospect records. This allows you to see how your prospects are interacting with your online campaigns and measure their effectiveness.

#### **QUESTION 62**

If a form is added to a landing page, where will the submissions be reported?

- A. On the landing page
- B. On the form
- C. On the landing page's layout template
- D. On the form's layout template

**Correct Answer: B**

**Section:**

**Explanation:**

If a form is added to a landing page, the submissions will be reported on the form. A form is a web element that allows you to collect information from your prospects, such as their name, email, or company. A landing page is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. You can add a form to a landing page to capture leads or convert visitors into prospects. When a prospect submits a form on a landing page, the submission data will be recorded on the form report, which shows you the number of views, submissions, errors, and conversion rate of your form.

#### **QUESTION 63**

What should you do when multiple users are editing an email template at the same time?

- A. Multiple users cannot edit the same email template at the same time

- B. Always click Save and Exit or Save Draft and Exit to commit your changes and close your session before ' someone else edits it
- C. Update the same draft at the same time since the system will recognize updates made by both users
- D. Create two different drafts and merge them through the Email flow process to bring updates from both drafts into one

**Correct Answer: B**

**Section:**

**Explanation:**

The best practice when multiple users are editing an email template at the same time is to always click Save and Exit or Save Draft and Exit to commit your changes and close your session before someone else edits it. This way, you can avoid overwriting or losing your work, and ensure that the email template is consistent and accurate.If you do not save and exit, the system will warn you that another user is editing the same email template and ask you to confirm your changes

#### **QUESTION 64**

What is the limit of social posting connectors you can create in your Marketing Cloud Account Engagement account?

- A. Five accounts per platform
- B. One account per user role, per platform
- C. There is no limit of accounts per platform
- D. One account per platform

**Correct Answer: C**

**Section:**

**Explanation:**

There is no limit of social posting connectors you can create in your Marketing Cloud Account Engagement account. Social posting connectors allow you to connect your Marketing Cloud Account Engagement account with your social media accounts, such as Facebook, Twitter, and LinkedIn. You can use social posting connectors to create and schedule social posts from Marketing Cloud Account Engagement, and track the engagement of your prospects with your social media content.You can create as many social posting connectors as you need, and assign them to different users or business units

#### **QUESTION 65**

How many times can one automation rule match an individual prospect?

- A. 2
- B. 3
- C. 1
- D. 4

**Correct Answer: C**

**Section:**

**Explanation:**

One automation rule can match an individual prospect only once. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as adding them to a list, assigning them to a user, or changing their field values. However, an automation rule can only match a prospect once in its lifetime, even if the prospect meets the criteria again later.This prevents duplicate or conflicting actions from being applied to the same prospect

#### **QUESTION 66**

Which three user role security limits can be added to an individual user account? (Choose three answers.)

- A. Max number of emails the user can send.
- B. Max number of prospects the user can manually delete.
- C. Max number of records a user can import.

- D. Max number of prospects the user can manually create.
- E. Max number of prospects the user can export.

**Correct Answer: A, C, E**

**Section:**

**Explanation:**

The three user role security limits that can be added to an individual user account are max number of emails the user can send, max number of records a user can import, and max number of prospects the user can export. User role security limits are optional settings that allow you to restrict the actions that a user can perform in Marketing Cloud Account Engagement, based on their user role. You can use user role security limits to prevent users from sending too many emails, importing or exporting too many records, or deleting prospects or assets. User role security limits can be applied to individual user accounts or to user roles

#### QUESTION 67

Which three variable tags can be used on layout templates for landing pages?  
(Choose three answers.)

- A. %%description%%
- B. %%name%%
- C. %%tittle%%
- D. %%form%%
- E. %%content%%

**Correct Answer: A, C, E**

**Section:**

**Explanation:**

The three variable tags that can be used on layout templates for landing pages are %%description%%, %%tittle%%, and %%content%%. A layout template is a reusable HTML template that defines the structure and style of your landing pages. A variable tag is a placeholder that allows you to insert dynamic content into your layout template, such as the landing page title, description, or form. You can use variable tags to customize your layout template for different landing pages, without having to edit the HTML code every time.

#### QUESTION 68

An Administrator wants to create a list whose members are all in the prospecting stage of the opportunity. Once the opportunity moves to another stage, the prospect should no longer be a member of this list. Which automation tool should the Administrator use to create this list?

- A. Static list
- B. Dynamic list
- C. Completion Action
- D. Automation Rule

**Correct Answer: B**

**Section:**

**Explanation:**

The automation tool that the Administrator should use to create this list is a dynamic list. A dynamic list is a list that automatically populates with prospects who match the criteria you set. You can use a dynamic list to segment your prospects based on their attributes or behaviors, such as their opportunity stage, score, or email activity. A dynamic list is constantly updated, so prospects are added or removed from the list as they meet or no longer meet the criteria. A dynamic list is ideal for creating a list of prospects who are in the prospecting stage of the opportunity, and removing them from the list once they move to another stage.

#### QUESTION 69

A custom redirect has a completion action to add a tag of "clicked" to all prospects that click it. An unknown visitor clicks on the link and then fills out the form as Bob. A prospect also clicks on the link and fills out a form as Kate.

Which three things will affect the prospect records based on these activities? (Choose three answers.)

- A. Bob's prospect record will have a tag of "clicked" applied to it.
- B. Bob's prospect record will show him clicking on the link and filling out the form.
- C. Kate's prospect record will show her clicking on the link and filling out the form.
- D. Kate's prospect record will have a tag of "clicked" applied to it.
- E. Bob's visitor record will have a tag of "clicked" applied to it.

**Correct Answer: B, C, D**

**Section:**

**Explanation:**

The three things that will affect the prospect records based on these activities are:

Bob's prospect record will show him clicking on the link and filling out the form. This is because when an unknown visitor fills out a form, they become a known prospect and their previous activities are tracked and associated with their prospect record<sup>1</sup>.

Kate's prospect record will show her clicking on the link and filling out the form. This is because Marketing Cloud Account Engagement tracks the activities of known prospects who interact with your marketing assets, such as custom redirects and forms<sup>2</sup>.

Kate's prospect record will have a tag of "clicked" applied to it. This is because the custom redirect has a completion action to add a tag of "clicked" to all prospects that click it, and completion actions are actions that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity

#### **QUESTION 70**

Where would an administrator go to check if the Email Sending Domains are set up properly after updating the DNS?

- A. The Dashboard
- B. The Sent Emails Page
- C. The System Preferences Page
- D. Admin-Domain Management

**Correct Answer: D**

**Section:**

**Explanation:**

The administrator should go to Admin-Domain Management to check if the Email Sending Domains are set up properly after updating the DNS. Email Sending Domains are domains that you can use to send emails from Marketing Cloud Account Engagement, and they require verification and authentication to ensure that your emails are delivered and not marked as spam. To verify and authenticate your Email Sending Domains, you need to update the DNS records of your domain with the values provided by Marketing Cloud Account Engagement. After updating the DNS, you can go to Admin-Domain Management and click the Verify Now button to check if your Email Sending Domains are verified and authenticated

#### **QUESTION 71**

Which Salesforce field type is unsupported for syncing with Marketing Cloud Account Engagement?

- A. Lookup
- B. Picklist
- C. Number
- D. Formula

**Correct Answer: A**

**Section:**

**Explanation:**

The Salesforce field type that is unsupported for syncing with Marketing Cloud Account Engagement is Lookup. Lookup fields are fields that allow you to create a relationship between two objects in Salesforce, such as Account and Contact. Marketing Cloud Account Engagement does not support syncing Lookup fields, because they are not compatible with Marketing Cloud Account Engagement's data model and could cause data inconsistencies or errors. Marketing Cloud Account Engagement supports syncing most other Salesforce field types, such as Text, Number, Picklist, and Formula.



**QUESTION 72**

Which two Facebook accounts can be posted to using the Marketing Cloud Account Engagement Facebook connector? (Choose two answers.)

- A. Video Pages
- B. Linked Instagram Pages
- C. Company Pages
- D. Personal Pages

**Correct Answer: C, D**

**Section:**

**Explanation:**

The two Facebook accounts that can be posted to using the Marketing Cloud Account Engagement Facebook connector are Company Pages and Personal Pages. The Marketing Cloud Account Engagement Facebook connector allows you to connect your Marketing Cloud Account Engagement account with your Facebook account, and create and schedule social posts from Marketing Cloud Account Engagement. You can post to any Facebook page that you have admin access to, such as your company page or your personal page. You cannot post to other types of Facebook accounts, such as Video Pages or Linked Instagram Pages, using the Marketing Cloud Account Engagement Facebook connector.

**QUESTION 73**

On which two types of domains does Marketing Cloud Account Engagement set cookies? (Choose two answers.)

- A. Marketing Cloud Account Engagement domains
- B. Tracker domains
- C. Mobile domains
- D. Social media domains

**Correct Answer: A, B**

**Section:**

**Explanation:**

The two types of domains that Marketing Cloud Account Engagement sets cookies on are Marketing Cloud Account Engagement domains and Tracker domains. Cookies are small pieces of data that are stored on your browser when you visit a website, and they can be used to track your online behavior and preferences. Marketing Cloud Account Engagement sets cookies on two types of domains:

Marketing Cloud Account Engagement domains are domains that are hosted by Marketing Cloud Account Engagement, such as go.Marketing Cloud Account Engagement.com or pi.Marketing Cloud Account Engagement.com.

Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who interact with your marketing assets, such as forms, landing pages, or custom redirects.

Tracker domains are domains that are owned by you, but are verified and authenticated by Marketing Cloud Account Engagement, such as yourcompany.com or yourblog.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who visit your website, such as page views, time spent, or bounce rate.

**QUESTION 74**

Which two actions can be used to change a prospect's Marketing Cloud Account Engagement campaign? (Choose two answers.)

- A. Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.
- B. Add the prospect to a static list.
- C. Create a segmentation rule to change the Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.
- D. Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record.

**Correct Answer: A, D**

**Section:**

**Explanation:**

The two actions that can be used to change a prospect's Marketing Cloud Account Engagement campaign are:

Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as changing their Marketing Cloud Account Engagement campaign to the one that is relevant to their

attributes or behaviors.

Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record. You can also change a prospect's Marketing Cloud Account Engagement campaign by editing their prospect record and selecting a different campaign from the drop-down menu. This is useful when you want to change the Marketing Cloud Account Engagement campaign for a single prospect or a small group of prospects.

#### **QUESTION 75**

A form is created to automatically register prospects to a webinar upon submission.

Which automation tool should be used to accomplish this?

- A. Adding a completion action to register prospects on the form.
- B. Creating a segmentation rule to register prospects based on the form submission.
- C. Creating an automation rule to register prospects based on the form submission.
- D. Adding a form completion action as criteria for a dynamic list to be used as a recipient list.

**Correct Answer: C**

**Section:**

**Explanation:**

The automation tool that should be used to accomplish this is creating an automation rule to register prospects based on the form submission. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as registering them for a webinar. For example, you can create an automation rule that matches prospects who have submitted a specific form, and then use the action Register for Webinar to register them for the webinar that is integrated with Marketing Cloud Account Engagement.