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### Question: 1

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.

If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

- A. Day 4
- B. Day 3
- C. Day 0
- D. Day 5

**Answer: B**

Explanation:

According to the [Engagement Studio FAQ](#), when a program is paused, the prospects in the program are also paused and their wait times are not affected. Therefore, when the program is restarted, the prospects resume from where they left off. [In this case, the prospect was on day 3 of a 5-day wait time when the program was paused, so they will be on day 3 when the program is restarted.](#)

### Question: 2

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

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

**Answer: D**

Explanation:

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

steps. Reference [Engagement Studio: Rule Steps](#)

### Question: 3

What is the difference between a visitor and a prospect?

- A. A prospect has an identified email address, while a visitor does not have an identified email address.
- B. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.
- C. A prospect has submitted a Marketing Cloud Account Engagement form, while a visitor has not submitted a Marketing Cloud Account Engagement form.
- D. A prospect has an assigned user, while a visitor does not have an assigned user.

**Answer: A**

Explanation:

The difference between a visitor and a prospect is that a visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A visitor becomes a prospect when they fill out a Marketing Cloud Account Engagement form, click on a tracked link in an email, or are manually imported into Marketing Cloud Account Engagement. A prospect does not necessarily have an opportunity, a Marketing Cloud Account Engagement form submission, or an assigned user, but a visitor does not have any of these either. Reference [Visitors and Prospects](#)

#### **Question: 4**

Which standard dashboard shows the total submission across all Marketing Cloud Account Engagement landing pages in B2B Marketing Analytics?

- A. Pipeline dashboard
- B. Engagement dashboard
- C. Account-Based Marketing dashboard
- D. Multi-Touch Attribution dashboard

**Answer: B**

Explanation:

The engagement dashboard in B2B Marketing Analytics shows the total submissions across all Marketing Cloud Account Engagement landing pages, as well as other metrics such as views, conversion rate, cost per lead, etc. The engagement dashboard helps marketers measure the performance of their marketing campaigns and optimize their content strategy. The pipeline dashboard shows the revenue generated by marketing campaigns, the account-based marketing dashboard shows the engagement and influence of key accounts, and the multi-touch attribution dashboard shows the impact of marketing touchpoints on sales outcomes.

Reference [B2B Marketing Analytics Overview](#)

#### **Question: 5**

Lenoxsoft is interested in finding up with IT professional that are actively engaged with their marketing materials.

- A. The Grade as it includes personal information about the prospect.
- B. The Profile as It reflects LenoxSoft's ideal customer.
- C. The Campaign as it references the prospect's first touch point.
- D. The Score as it shows activities taken by the prospect.

## Answer: D

Explanation:

The score is a numerical value that indicates how interested a prospect is in your products or services based on their activities, such as email opens, clicks, form submissions, etc. The score helps marketers prioritize leads and identify prospects who are ready to buy. Lenoxsoft is interested in following up with IT professionals who are actively engaging with their marketing materials, so the score is the best indicator of their interest level. The grade is a letter value that indicates how well a prospect matches your ideal customer profile based on their attributes, such as industry, job title, location, etc. The grade helps marketers segment leads and target prospects who are a good fit for your business. The profile reflects Lenoxsoft's ideal customer, but it does not show how engaged the prospect is. The campaign is the first touch point that brought the prospect to your website, such as a Google ad, an email, or a social media post. The campaign helps marketers track the source and effectiveness of their marketing channels, but it does not show how engaged the prospect is. Reference [Scoring and Grading Overview]

## Question: 6

A user is experiencing errors when trying to save their email.

What three items should they check for in order to successfully save their email draft? Choose 3 answers

- A. The email contains a text version
- B. The email contains at least one variable tag
- C. The email uses dynamic content
- D. The email designates a general or specific sender
- E. The email contains an unsubscribe link

## Answer: A, D, E

Explanation:

According to the [Marketing Cloud Account Engagement Email Basics](#), there are three mandatory components for an email to be saved in Marketing Cloud Account Engagement: a text version, a sender, and an unsubscribe link. A text version is required for accessibility and deliverability reasons, as some email clients or recipients may not support HTML emails. A sender is required to identify the source of the email and comply with the CAN-SPAM Act. An unsubscribe link is required to allow recipients to opt out of future emails and comply with the GDPR and other privacy

regulations. [Variable tags, dynamic content, and social posts are optional components that can enhance the personalization and interactivity of the email, but they are not required for saving the email draft.](#)

## Question: 7

By default, which two objects does Marketing Cloud Account Engagement write to in Salesforce? Choose 2 answers

- A. Case records
- B. Opportunity records
- C. Contact records
- D. Lead records
- E. Account records

**Answer: C, D**

Explanation:

By default, Marketing Cloud Account Engagement writes to two objects in Salesforce: contact records and lead records. These are the two objects that store information about individual prospects in Salesforce. Marketing Cloud Account Engagement syncs with these objects based on the email address field, which is the unique identifier for prospects. Marketing Cloud Account Engagement can create new contact or lead records in Salesforce, or update existing ones, depending on the sync settings and rules. Marketing Cloud Account Engagement does not write to case records, opportunity records, or account records by default, but it can read from them and use their information for segmentation and reporting purposes. Reference [Marketing Cloud Account Engagement and Salesforce Sync Behavior](#)

### Question: 8

A designer wants to apply LenoxSoft's styling to assets in Marketing Cloud Account Engagement. Which two assets can they control CSS styling for In Marketing Cloud Account Engagement? Choose 2 answers

- A. Landing pages
- B. Form handlers
- C. Forms
- D. Social posts

**Answer: A, C**

Explanation:

A designer can control the CSS styling for two assets in Marketing Cloud Account Engagement: landing pages and forms. Landing pages are web pages that capture visitor information and generate leads. Forms are web forms that collect visitor information and convert them to prospects. Both landing pages and forms can be customized with CSS to match the branding and design of LenoxSoft. Form handlers and social posts are not assets that can be controlled by CSS in Marketing Cloud

Account Engagement. Form handlers are connectors that allow Marketing Cloud Account Engagement to use external forms on your website. Social posts are messages that can be sent to your social media accounts from Marketing Cloud Account Engagement. Reference [Customize Landing Pages with CSS Customize Forms with CSS](#)

### Question: 9

What is one way a sales rep can convert a visitor to a prospect?

- A. The sales rep gives the visitor a phone call.
- B. The sales rep increases the visitor s score to 100.
- C. The sales rep manually associates the visitor with a prospect.
- D. The sales rep walks the visitor through a demo.

**Answer: C**

Explanation:

One way a sales rep can convert a visitor to a prospect is by manually associating the visitor with a prospect. A visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A sales rep can use the [Visitor Activity page] in Marketing Cloud Account Engagement to see the visitors who have interacted with your website, and manually associate them with a prospect if they have an email address. This will convert the visitor to a prospect and allow the sales rep to follow up with them. The other options are not ways to convert a visitor to a prospect. Giving the visitor a phone call, increasing the visitor's score, or walking the visitor through a demo are ways to engage with a prospect, but they do not identify the visitor's email address or associate them with a prospect.

### Question: 10

LenoxSoft's Marketing Manager notices that clicks on the email link [www.lenoxsoft.com](http://www.lenoxsoft.com) aren't being counted in the list email report.

Based on this link's format, why wouldn't it have been re-written for tracking?

- A. The link should start with http or https to be automatically re-written.
- B. The link should contain a wildcard to be automatically re-written.
- C. The link should point to go.Marketing Cloud Account Engagement com to be automatically rewritten.
- D. The link should be populated with variable tags to be automatically re-written

**Answer: A**

Explanation:

The reason why the email link [www.lenoxsoft.com](http://www.lenoxsoft.com) was not re-written for tracking is that the link should start with http or https to be automatically re-written. Marketing Cloud Account Engagement automatically re-writes links in emails to track the clicks and measure the engagement of the recipients. However, Marketing Cloud Account Engagement only re-writes links that start with http or https, as these are the protocols that indicate a web address. The link [www.lenoxsoft.com](http://www.lenoxsoft.com) does

not have a protocol, so Marketing Cloud Account Engagement does not recognize it as a web address and does not re-write it for tracking. The other options are not relevant for link re-writing. The link does not need to contain a wildcard, point to [go.Marketing Cloud Account Engagement.com](http://go.Marketing Cloud Account Engagement.com), or be populated with variable tags to be automatically re-written. These are features that can be used to create dynamic or custom links, but they are not required for link re-writing. Reference [Link Click Tracking]

### Question: 11

LenoxSoft conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened.

What three data points can be found in the prospect's Audits tab to help determine what updates were made?

Choose 3 answers

- A. The Lifecycle Report filtered by timeframe
- B. The prospect fields that were updated
- C. The amount of time the prospect spent viewing the website
- D. The lists that that prospect was added to or removed from
- E. The data and time when a prospect was assigned

**Answer: B, D, E**

Explanation:

The prospect's Audits tab shows the history of changes made to the prospect's record, such as field updates, list changes, and assignment dates. These data points can help determine what updates were made during the database clean-up project and how they affected the prospects. The Lifecycle Report, the amount of time the prospect spent viewing the website, and the unique clicks are not data points that can be found in the Audits tab, but they can be found in other reports or tabs in Marketing Cloud Account Engagement. Reference [Prospect Audits](#)

### **Question: 12**

A new automation rule is created.

What action is required for prospects to begin matching that automation rule?

- A. Resume the rule after saving
- B. Save the rule without any additional action
- C. Schedule the rule to run before saving it
- D. Preview the rule before saving it

**Answer: B**

Explanation:

A new automation rule does not require any additional action for prospects to begin matching that automation rule, other than saving the rule. Automation rules are active by default once they are saved, and they run every hour to match prospects based on the rule criteria. Resuming, scheduling,

or previewing the rule are not actions that are required for prospects to begin matching the rule, but they are optional features that can be used to manage or test the rule. Reference [Automation Rules Overview](#)

### **Question: 13**

Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?

- A. Total submissions
- B. Unique submissions
- C. Conversions
- D. unique clicks

**Answer: B**

Explanation:

### **Question: 14**

A form is used to capture prospect data for a yearly conference. The form needs to add prospects to a list after the submit, but it should not retroactively apply actions to prospects that have already filled out the form. What automation tool would effectively achieve this goal?

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

**Answer: C**

Explanation:

The automation tool that would effectively achieve the goal of adding prospects to a list after they submit a form, but not retroactively applying actions to prospects that have already filled out the form, is a completion action. Completion actions are actions that are triggered when a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email.

Completion actions are executed in real time and only affect the prospects who complete the activity after the action is set up. Segmentation rules, dynamic lists, and automation rules are not suitable for this goal, as they are either retroactive, recurring, or based on criteria other than a specific activity. Reference [Completion Actions Overview](#)

### **Question: 15**

LenoxSoft has an engagement studio program within a recipient list and a suppression list. A prospect is a member of both the recipient list and the suppression list.

In which scenario would a prospect be able to receive the emails in the program?

- A. The prospect is marked as opted out.
- B. The prospect is removed from the recipient list
- C. The prospect is removed from the suppression list
- D. The prospect is removed from both the suppression list and the recipient list.

**Answer: C**

Explanation:

The scenario in which a prospect would be able to receive the emails in the program is when the prospect is removed from the suppression list. A suppression list is a list that prevents prospects from receiving emails from an engagement studio program, even if they are in the recipient list. A recipient list is a list that defines the prospects who are eligible to receive emails from the program. If a prospect is in both the recipient list and the suppression list, they will not receive any emails from the program. Removing the prospect from the suppression list will allow them to receive the emails, as long as they are still in the recipient list and not opted out. Removing the prospect from the recipient list, marking the prospect as opted out, or removing the prospect from both the suppression list and the recipient list will not allow them to receive the emails from the program. Reference [Engagement Studio Suppression Lists]

### **Question: 16**

LenoxSoft's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked.

What insight does this report provide the template designer?

- A. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email

- B. High click rates indicates that the email subject line should be the focus of the email content.
- C. Low click rates encourage the user to optimize content or link placement in other email sends.
- D. High open rates indicates that prospects are interacting with the content.

**Answer: C**

Explanation:

The insight that the Click-Through Rate report provides the template designer is that low click rates encourage the user to optimize content or link placement in other email sends. The Click-Through Rate report shows the percentage of email recipients who clicked on one or more links in the email. This metric indicates how engaging and relevant the email content and links are for the prospects. If the click rates are low, it means that the prospects are not interested in the email content or links, or they are not able to find them easily. The template designer can use this insight to improve the content or link placement in future email sends, such as by using more compelling calls to action, adding more value propositions, or making the links more visible and accessible. The other options are not insights that the Click-Through Rate report provides. Email clicks on the text version of the email are not tracked by Marketing Cloud Account Engagement, so they do not affect the click rates. High click rates do not indicate that the email subject line should be the focus of the email content, as the subject line is more related to the open rates. High open rates do not indicate that prospects are interacting with the content, as they only measure how many prospects opened the email, not how they engaged with it. Reference [Email Metrics Glossary]

### **Question: 17**

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

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

**Answer: B, C**

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](#)

### Question: 18

An administrator includes a link to a file on a web page that the company does NOT own on the company website.

What is the best way to be able to track the number of visitors who access this file?

- A. Marketing Cloud Account Engagement form
- B. Marketing Cloud Account Engagement tracking code
- C. Page actions
- D. Custom redirects

**Answer: D**

Explanation:

The best way to be able to track the number of visitors who access a file on a web page that the company does not own is to use a custom redirect. A custom redirect is a Marketing Cloud Account

Engagement feature that allows you to track any link on your website or a third-party website and measure the clicks and conversions. You can create a custom redirect for the link to the file and use the custom redirect URL instead of the original link on your web page. This way, you can track how many visitors click on the link and access the file, and also see which prospects are interested in the file. A Marketing Cloud Account Engagement form, a Marketing Cloud Account Engagement tracking code, or a page action are not suitable for this purpose, as they are used for different scenarios. A Marketing Cloud Account Engagement form is used to collect visitor information and convert them to prospects. A Marketing Cloud Account Engagement tracking code is used to track the page views and activities of visitors and prospects on your own website. A page action is used to perform certain actions when a prospect views a specific page on your website. Reference [Custom Redirects](#)

### Question: 19

A Marketing Cloud Account Engagement administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.

What is the recommended way to identify these prospects to export to .csv?

- A. Create an automation rule based on product Name.
- B. Create a completion action based on Product Name.
- C. Create a dynamic list based on Product Name.
- D. Create a segmentation rule based on Product Name.

**Answer: D**

Explanation:

The recommended way to identify the prospects who purchased a certain product within the last year and export them to a .csv file is to create a segmentation rule based on the Product Name field. A segmentation rule is a one-time rule that matches prospects based on certain criteria and performs certain actions. You can create a segmentation rule that matches prospects who have the specific product name in the Product Name field and the action to export them to a .csv file. This way, you can get a one-time export of all the prospects

who have the product name before it changes. An automation rule, a completion action, or a dynamic list are not suitable for this goal, as they are either recurring, real-time, or based on an activity, not a one-time export based on a field value. Reference [Segmentation Rules Overview]

### **Question: 20**

Which list email report metric represents the total number of emails minus hard and soft bounces?

- A. Total Opt Outs
- B. Total Sent
- C. Total Queued
- D. Total Delivered

**Answer: D**

Explanation:

The list email report metric that represents the total number of emails minus hard and soft bounces is total delivered. Total delivered measures how many emails were successfully delivered to the recipients' inboxes, without being rejected by the email servers. Hard bounces are permanent delivery failures, such as invalid email addresses or blocked domains. Soft bounces are temporary delivery failures, such as full inboxes or server issues. Total opt outs, total sent, and total queued are not the same as total delivered. Total opt outs measures how many recipients unsubscribed from your emails. Total sent measures how many emails were sent from Marketing Cloud Account Engagement. Total queued measures how many emails were waiting to be sent from Marketing Cloud Account Engagement. Reference [Email Metrics Glossary]

### **Question: 21**

How can a visitor convert to a prospect?

- A. Viewing an embedded form
- B. Visiting a tracked website
- C. Submitting a form on a landing page
- D. Receiving a marketing email

**Answer: C**

Explanation:

The way a visitor can convert to a prospect is by submitting a form on a landing page. A visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A visitor becomes a prospect when they fill out a Marketing Cloud Account Engagement form, which captures their email address and other information. A landing page is a web page that contains a form and a call to action, such as downloading a file or registering for an event. When a visitor submits a form on a landing page, they become a prospect and can be tracked and nurtured by Marketing Cloud Account Engagement. Viewing an embedded form, visiting a tracked website, or receiving a marketing email are not ways to convert a visitor to a prospect, as they do not capture the visitor's email address or identify them as a prospect. Reference [Visitors and Prospects] [Landing Pages and Forms]

**Question: 22**

What happens to wait when a user paused an engagement studio and the prospect still has time remaining on the wait period.

- A. The wait time is paused and the prospect will finish the remaining wait time when the program resumes and process to next step.
- B. The wait time continues to process and the prospect will immediately process to next step once the remaining wait time is fulfilled.
- C. The wait time is paused and the prospect will immediately process to next step when program resumes.
- D. The wait time continues to process and the prospect will immediately process to next step when program resumes.

**Answer: A**

Explanation:

What happens to the wait time when a user pauses an engagement studio program and the prospect still has time remaining on the wait period is that the wait time is paused and the prospect will finish the remaining wait time when the program resumes and proceed to the next step. An engagement studio program is a program that automates the delivery of emails and other actions based on the behavior and criteria of the prospects. A wait time is a period of time that the program waits before executing the next step. When a user pauses an engagement studio program, the prospects in the program are also paused and their wait times are not affected. Therefore, when the user resumes the program, the prospects resume from where they left off and finish the remaining wait time before moving to the next step. The other options are not what happens to the wait time when a user pauses an engagement studio program. Reference [Engagement Studio FAQ]

**Question: 23**

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

**Answer: D**

Explanation:

**Question: 24**

A marketer receives a request to permanently delete a prospect from Marketing Cloud Account Engagement.

How does the marketer satisfy this request?

- A. The marketer archives the prospect, but cannot permanently delete their data.

- B. The marketer deletes the prospect in Salesforce, which then permanently deletes the prospect in Marketing Cloud Account Engagement.
- C. The marketer goes to the prospect record and chooses the "Permanently Delete" menu option.
- D. The marketer archives the prospect and then selects "Permanently Delete" from the recycle bin.

**Answer: D**

Explanation:

The way the marketer can satisfy the request to permanently delete a prospect from Marketing Cloud Account Engagement is by archiving the prospect and then selecting "Permanently Delete"

from the recycle bin. Archiving a prospect removes them from the active prospect database and places them in the recycle bin, where they can be restored or permanently deleted. Permanently deleting a prospect removes them from Marketing Cloud Account Engagement and Salesforce completely and cannot be undone. The marketer cannot archive the prospect without permanently deleting their data, as the archived prospects still count towards the database limit and can be restored. The marketer cannot delete the prospect in Salesforce, as this will only archive the prospect in Marketing Cloud Account Engagement, not permanently delete them. The marketer cannot go to the prospect record and choose the "Permanently Delete" menu option, as this option is not available on the prospect record, only on the recycle bin. Reference [Deleting Prospects](#)

### **Question: 25**

What list email or email template report deliverability metric could indicate an unverified sending domain?

- A. Forward count
- B. Hard bounces
- C. Skimmed percentage
- D. Total queued

**Answer: B**

Explanation:

The list email or email template report deliverability metric that could indicate an unverified sending domain is hard bounces. Hard bounces are permanent delivery failures, such as invalid email addresses or blocked domains. Hard bounces can negatively affect the sender reputation and the email deliverability. One of the possible causes of hard bounces is an unverified sending domain, which means that the email domain used to send emails from Marketing Cloud Account Engagement is not authenticated and verified by Marketing Cloud Account Engagement. An unverified sending domain can result in the email servers rejecting the emails as spam or phishing attempts. To avoid hard bounces and improve email deliverability, the marketer should verify the sending domain in Marketing Cloud Account Engagement by following the steps in the reference link. Forward count, skimmed percentage, and total queued are not deliverability metrics that could indicate an unverified sending domain. Forward count measures how many recipients forwarded the email to another person. Skimmed percentage measures how many recipients opened the email for less than two seconds. Total queued measures how many emails were waiting to be sent from Marketing Cloud Account Engagement. These metrics are not related to the email domain verification or the email delivery failures. Reference [Verify Your Sending Domain](#)

## Question: 26

A Marketing Cloud Account Engagement administrator wants to gather a prospect's company name and Job title, but only once they have captured prospect's first name, last name and email address in a previous form submission.

Which feature should they use?

- A. Progressive Profiling
- B. Always display even if previously completed
- C. reCaptcha
- D. Dependent Fields

**Answer: A**

Explanation:

The feature that the Marketing Cloud Account Engagement administrator should use to gather a prospect's company name and job title, but only once they have captured the prospect's first name, last name, and email address in a previous form submission, is progressive profiling. Progressive profiling is a feature that allows the administrator to display different fields on a form based on the information that the prospect has already provided. This way, the administrator can avoid asking the same questions repeatedly and collect more information gradually. Progressive profiling can be enabled on a form by selecting the option "Always display even if previously completed" for the fields that are required, such as first name, last name, and email address, and selecting the option "Only display if progressive profiling is enabled and the field is blank" for the fields that are optional, such as company name and job title. This way, the form will only show the optional fields once the required fields are filled out. Always display even if previously completed, reCaptcha, and dependent fields are not features that can achieve the same goal as progressive profiling. Always display even if previously completed is an option that can be used to enable progressive profiling, but it is not a feature by itself. reCaptcha is a feature that can be used to prevent spam submissions on a form, but it does not affect the fields that are displayed on the form. Dependent fields are fields that are displayed or hidden based on the value of another field, but they do not depend on whether the prospect has already provided the information or not.

Reference [Progressive Profiling](#)

## Question: 27

What is needed for a page action to trigger for a prospect visiting a high value web page?

- A. Create an automation rule based on the specific webpage.
- B. Add a completion action on the landing page.
- C. Adding a page action and Marketing Cloud Account Engagement tracking code on the page.
- D. Adding a page action on the form.

**Answer: C**

Explanation:

What is needed for a page action to trigger for a prospect visiting a high value web page is adding a page action and Marketing Cloud Account Engagement tracking code on the page. A page action is a Marketing Cloud Account Engagement feature that allows the administrator to perform certain actions when a prospect views a

specific page on the website, such as increasing the score, changing the field value, adding to a list, etc. A page action can be created by entering the URL of the page and selecting the actions to be performed. A Marketing Cloud Account Engagement tracking code is a snippet of code that can be added to the website to track the page views and activities of visitors and prospects on the website. The Marketing Cloud Account Engagement tracking code is required for the page action to work, as it identifies the prospects who visit the page and executes the actions on them. Creating an automation rule, adding a completion action, or adding a page action on the form

are not what is needed for a page action to trigger for a prospect visiting a high value web page. An automation rule is a rule that runs in the background and matches prospects based on certain criteria and performs certain actions. An automation rule can use page views as a criterion, but it is not the same as a page action, as it does not depend on a specific URL. A completion action is an action that is triggered when a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. A completion action is not related to a page view, unless the page contains a form or a link. A page action on the form is not possible, as a page action can only be added on a page, not on a form. Reference [Page Actions] [Marketing Cloud Account Engagement Tracking Code]

### **Question: 28**

What is the expected behavior if an automation rule is NOT set to repeat?

- A. The prospect can match the criteria multiple times and the action runs each time.
- B. The action can only run once per day on the prospect.
- C. The prospect matches the criteria once, but the action runs multiple times.
- D. The prospect matches the criteria once and the action runs once.

**Answer: D**

Explanation:

The expected behavior if an automation rule is not set to repeat is that the prospect matches the criteria once and the action runs once. An automation rule is a rule that runs in the background and matches prospects based on certain criteria and performs certain actions. An automation rule can be set to repeat or not repeat, depending on whether the administrator wants the rule to run multiple times or only once on the same prospect. If the automation rule is not set to repeat, it means that the rule will only run once on each prospect who matches the criteria, and it will not run again even if the prospect matches the criteria again in the future. The other options are not the expected behavior if an automation rule is not set to repeat. The prospect cannot match the criteria multiple times and the action runs each time, as this would require the rule to be set to repeat. The action cannot run only once per day on the prospect, as this would require the rule to have a daily frequency limit. The prospect cannot match the criteria once, but the action runs multiple times, as this would require the rule to have multiple actions or a recurring action. Reference [Automation Rules Overview]

### **Question: 29**

Which two activities can automatically increase a prospects score using the default scoring model? Choose 2 answers

- A. A prospect being converted from a Lead to a Contact
- B. A prospect sending an email to their assigned user
- C. A prospect clicking on a tracked link in an email

D. A prospect submitting a form on a landing page

**Answer: C, D**

Explanation:

According to the [Salesforce documentation](#), the default scoring model in Marketing Cloud Account Engagement assigns points to prospects based on their activities, such as clicking a link in an email, submitting a form, or visiting a landing page. These activities indicate the level of interest and engagement of the prospects, and help prioritize them for sales follow-up. Converting a lead to a contact or sending an email to the assigned user are not activities that automatically increase the prospect's score, unless they are customized in the scoring rules.

Reference: [Salesforce documentation](#)

### Question: 30

After a prospect completes steps 1-5 of a 10-step engagement studio program, the prospect is added to one of the engagement studio program's suppression lists.

What will happen if the prospect is removed from the suppression list?

- A. The prospect will begin the engagement studio program again on step 1.
- B. The prospect will be also be removed from the recipient list of the program.
- C. The prospect will continue on the engagement studio program onto step 5.
- D. The prospect will continue on the engagement studio program onto step 6.

**Answer: D**

Explanation:

According to the [Salesforce documentation](#), when a prospect is added to a suppression list in an engagement studio program, the prospect is paused from receiving any further emails or actions from the program. However, the prospect's progress in the program is not reset or removed. If the prospect is removed from the suppression list, the prospect will resume the program from where they left off, which is the next step after the last completed step. In this case, the prospect will continue on the engagement studio program onto step 6.

Reference: [Salesforce documentation](#)

### Question: 31

A prospect is permanently deleted from Marketing Cloud Account Engagement. That prospect then fills out a new Marketing Cloud Account Engagement form and submits their information.

What happens to the prospect?

- A. An error message is displayed on the form preventing the prospect from submitting
- B. A new prospect is created even though the prospect had previously been permanently deleted.
- C. No new prospect is created because the prospect had previously been permanently deleted.
- D. The submission of the form retrieves and restores the previously deleted prospect information including activities.

**Answer: B**

Explanation:

According to the [Salesforce documentation](#), when a prospect is permanently deleted from Marketing Cloud Account Engagement, all the associated data and activities are also deleted and cannot be restored. However, if the prospect fills out a new Marketing Cloud Account Engagement form and submits their information, a new prospect record will be created with the same email address as the deleted one, but without any of the previous data and activities. The new prospect will have a new unique ID and will not be linked to the deleted one in any way. Reference: [Salesforce documentation](#)

### Question: 32

Which two requirements must be met in order to have both the Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field? Choose 2 answers

- A. The Lead and Contact fields must have the same API name.
- B. The Marketing Cloud Account Engagement field must be mapped to the Salesforce field.
- C. The Lead and Contact fields must have the same Salesforce field label.
- D. The Marketing Cloud Account Engagement field must be a drop-down field.

**Answer: A, B**

Explanation:

According to the [Salesforce documentation](#), in order to sync a Marketing Cloud Account Engagement prospect field with both a lead and a contact field in Salesforce, the lead and contact fields must have the same API name, and the Marketing Cloud Account Engagement field must be mapped to the Salesforce field. The API name is the unique identifier for the field that is used by the system to sync the data. The field mapping is the configuration that tells Marketing Cloud Account Engagement which Salesforce field to sync with. The Salesforce field label and the Marketing Cloud Account Engagement field type are not relevant for the field sync, as long as they are compatible. Reference: [Salesforce documentation](#)

### Question: 33

A new Lead record is created in Salesforce without an automatically email address and the Salesforce connector is set to automatically create prospects in Marketing Cloud Account Engagement. What action will occur in Marketing Cloud Account Engagement?

- A. A new visitor record will be created.
- B. A new Account will be created.
- C. No new record will be created.
- D. A new prospect record will be created.

**Answer: C**

Explanation:

According to the [Salesforce documentation], when a new lead record is created in Salesforce without an email address, and the Salesforce connector is set to automatically create prospects in Marketing Cloud Account Engagement, no new record will be created in Marketing Cloud Account Engagement. This is because email address is a required field for creating a prospect in Marketing Cloud Account Engagement, and without it, the lead record cannot be synced or matched with a prospect record. A visitor record is created only when a person visits a tracked web page, not when a

lead record is created in Salesforce. A new account will not be created either, as accounts are synced from Salesforce to Marketing Cloud Account Engagement based on the account ID of the associated lead or contact record. A new prospect record will not be created, as explained above. Reference: [Salesforce documentation]

### Question: 34

A user wants to set up an automated grading model in Marketing Cloud Account Engagement. Which two components are required to achieve this? Choose 2 answers

- A. Profile
- B. Automation Rule
- C. Marketing Cloud Account Engagement Score
- D. Dynamic List

**Answer: A, B**

Explanation:

According to the [Salesforce documentation], in order to set up an automated grading model in Marketing Cloud Account Engagement, two components are required: profile and automation rule. A profile is a set of criteria that defines an ideal prospect for a specific product or service. A profile can include information such as industry, job title, location, company size, etc. An automation rule is a logic-based action that can be triggered when a prospect meets certain criteria. An automation rule can be used to assign a grade to a prospect based on their profile match. A Marketing Cloud Account Engagement score is a numerical value that indicates the level of interest and engagement of a prospect, but it is not required for setting up an automated grading model. A dynamic list is a list of prospects that is updated automatically based on certain criteria, but it is not required for setting up an automated grading model either. Reference: [Salesforce documentation]

### Question: 35

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales reps. Some of these prospects are syncing with Leads In Salesforce, and some are syncing with Contacts. Each prospect should receive the email from their prospects assigned rep. How should the Marketing Manager accomplish this?

- A. Select General User for the Sender of the email
- B. Select Assigned User for the Sender of the email
- C. Select Account Owner for the Sender of the email
- D. Select Specified User for the Sender of the email

**Answer: B**

Explanation:

According to the [Salesforce documentation], the best way to accomplish the scenario of sending out an email to a list of prospects that are assigned to several different sales reps, and having each prospect receive the email from their assigned rep, is to select Assigned User for the Sender of the

email. This option will use the email address and name of the user who is assigned to the prospect in Salesforce

or Marketing Cloud Account Engagement as the sender of the email. This way, the email will appear more personalized and relevant to the prospect, and will increase the chances of engagement and response. Selecting General User, Account Owner, or Specified User will not achieve the same result, as they will use a generic, fixed, or predefined sender for the email, regardless of the prospect's assigned user. Reference: [Salesforce documentation]

### **Question: 36**

The VP of Marketing wants to see all automation rules and engagement studio programs that a prospect has been a member of. Where should the VP of Marketing look to find this information?

- A. Automation settings
- B. Scoring rules
- C. Prospect's Audits tab
- D. Lifecycle report

**Answer: D**

Explanation:

According to the [Salesforce documentation], the best place to look for all automation rules and engagement studio programs that a prospect has been a member of is the Prospect's Audits tab. This tab shows a detailed history of all the actions and activities that have occurred for a prospect, including the automation rules and engagement studio programs that they have been added to, removed from, or completed. The Automation settings, Scoring rules, and Lifecycle report do not provide this information, as they are related to the configuration, scoring, and reporting of the automation and engagement features, not the individual prospect's history. Reference: [Salesforce documentation]

### **Question: 37**

A Marketing Cloud Account Engagement administrator wants to use progressive profiling to collect information on a prospect over time.

What is the recommended Marketing Cloud Account Engagement asset to use?

- A. Marketing Cloud Account Engagement landing page without a form
- B. Marketing Cloud Account Engagement form
- C. Marketing Cloud Account Engagement form handler
- D. Third party form

**Answer: B**

Explanation:

According to the [Salesforce documentation], the recommended Marketing Cloud Account Engagement asset to use for progressive profiling is a Marketing Cloud Account Engagement form. A Marketing Cloud Account Engagement form is a web form that can be used to collect information from prospects and store it in Marketing Cloud Account Engagement. A Marketing Cloud Account

Engagement form can be configured to use progressive profiling, which is a feature that allows the form to display different fields based on the information that is already known about the prospect. This way, the form can collect more information over time, without asking the same questions repeatedly or overwhelming the

prospect with too many fields at once. A Marketing Cloud Account Engagement landing page without a form, a Marketing Cloud Account Engagement form handler, or a third party form are not recommended for progressive profiling, as they do not have the same functionality and flexibility as a Marketing Cloud Account Engagement form. Reference: [Salesforce documentation]

### Question: 38

A user wants to send an email to a prospect when a form is submitted and a specific field value is selected on that form.

What automation tool could they use to accomplish this?

- A. A completion action on the form submission
- B. A dynamic list used to send list emails using the email template
- C. An automation rule with a Match All match type
- D. An automation rule with a Match Any match type

**Answer: C**

Explanation:

According to the [Salesforce documentation](#), an automation rule is an automation tool that can be used to send an email to a prospect when a form is submitted and a specific field value is selected on that form. An automation rule can be configured to trigger an action (such as sending an email) when a prospect meets certain criteria (such as submitting a form and having a specific field value). The criteria can be set to Match All or Match Any, depending on the logic required. In this case, the Match All option should be used, as the prospect needs to meet both conditions (form submission and field value) to receive the email. A completion action is another automation tool that can be used to perform an action after a prospect successfully completes a form, but it cannot be used to check for a specific field value. A dynamic list is a list of prospects that is updated automatically based on certain criteria, but it cannot be used to send an email directly. A list email is an email that is sent to a specific list of prospects, but it cannot be triggered by a form submission or a field value. Reference: [Salesforce documentation](#)

### Question: 39

What feature In Salesforce can be enabled to show landing page engagement data on a Salesforce Campaign page layout?

- A. Advanced Dynamic Content
- B. Marketing Cloud Account Engagement Activities Visualforce page
- C. Engagement History
- D. B2B Marketing Analytics

**Answer: C**

Explanation:

According to the [Salesforce documentation](#), the feature in Salesforce that can be enabled to show landing page engagement data on a Salesforce Campaign page layout is Engagement History. Engagement History is a feature that allows users to view and report on how prospects interact with Marketing Cloud Account

Engagement marketing assets, such as emails, forms, landing pages, and custom redirects. Engagement History can be enabled for Salesforce Campaigns, Leads, Contacts, Accounts, and Opportunities, and it can display metrics such as views, clicks, submissions, and conversions. Advanced Dynamic Content, Marketing Cloud Account Engagement Activities Visualforce page, and B2B Marketing Analytics are not features that can show landing page engagement data on a Salesforce Campaign page layout, as they are related to other aspects of marketing automation, such as personalization, activity tracking, and analytics. Reference: [Salesforce documentation](#)

### Question: 40

A marketing user wants prospects to be added to a list when they click on a link in a list email. Where would this action be added in order to add the prospect to the specific list?

- A. On the 'Sending' tab of the email template
- B. On the Testing' tab of the email template
- C. On the Testing' tab of the list email
- D. On the 'Sending' tab of the 1st email

**Answer: C**

Explanation:

### Question: 41

What do spam complaints refer to in an email report?

- A. The number of prospects who clicked the unsubscribe link
- B. The number of prospects who replied to the email to ask to be removed
- C. The number of prospects who opted out via the email preference center
- D. The number of prospects who marked an email as spam

**Answer: D**

Explanation:

According to the [Salesforce documentation](#), spam complaints refer to the number of prospects who marked an email as spam in an email report. An email report is a report that shows the performance and results of an email send, such as opens, clicks, bounces, unsubscribes, and spam complaints. A spam complaint is recorded when a prospect clicks the spam or junk button in their email client, indicating that they do not want to receive emails from the sender. Spam complaints can negatively affect the sender's reputation and deliverability, so it is important to monitor and minimize them. Spam complaints do not refer to the number of prospects who clicked the unsubscribe link, replied to the email to ask to be removed, or opted out via the email preference center, as these are

different ways of unsubscribing from emails, not marking them as spam. Reference: [Salesforce documentation](#)

### Question: 42

A visitor clicks on a custom redirect with an action of adding a tag. The visitor then fills out a form and

becomes a prospect. The form has a completion action to add the prospect to a list.

Which three things will happen to the prospect? (Choose three answers.)

- A. The prospect activities will show that the form was successfully completed.
- B. The prospect will be added to the list.
- C. The prospect activities will show that the custom redirect was clicked.
- D. The prospect will be tagged.
- E. The newly converted prospect will NOT be affected because it was their first submission.

**Answer: A, B, D**

Explanation:

According to the [Salesforce documentation](#), when a visitor clicks on a custom redirect with an action of adding a tag, and then fills out a form and becomes a prospect, the following three things will happen to the prospect: A) The prospect activities will show that the form was successfully completed, B) The prospect will be added to the list, and D) The prospect will be tagged. A custom redirect is a trackable URL that can be used to measure and report on the clicks of any online content, such as banner ads, social media posts, or third-party websites. A custom redirect can also have completion actions, such as adding a tag, which are performed when a visitor clicks on the custom redirect. A tag is a label that can be used to categorize and segment prospects. A form is a web form that can be used to collect information from prospects and store it in Marketing Cloud Account Engagement. A form can also have completion actions, such as adding to a list, which are performed when a prospect successfully submits the form. A list is a collection of prospects that can be used for segmentation and email sending. When a visitor clicks on a custom redirect and then fills out a form, the visitor becomes a prospect, and the completion actions of both the custom redirect and the form are applied to the prospect. The prospect activities will show both the custom redirect click and the form submission, the prospect will be added to the list specified in the form completion action, and the prospect will be tagged with the tag specified in the custom redirect completion action. The newly converted prospect will be affected by both the custom redirect and the form completion actions, as they are not dependent on the prospect's previous submissions or activities. Reference: [Salesforce documentation](#)

### **Question: 43**

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. Copy the original Engagement Program
- B. Change the wait time for the template
- C. Delete the old sent email
- D. Pause the Program

**Answer: D**

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](#)

#### Question: 44

A Marketing Cloud Account Engagement administrator would like to enable bot protection on their forms. Which two Marketing Cloud Account Engagement form actions would accomplish this?

Choose 2 answers

- A. Enable HTTPS
- B. Honeypot Technique
- C. Dependent Fields
- D. reCaptcha

**Answer: B, D**

Explanation:

According to the [Salesforce documentation](#), the two Marketing Cloud Account Engagement form actions that would accomplish enabling bot protection on their forms are honeypot technique and reCaptcha. Bot protection is a feature that helps prevent automated bots from submitting forms and creating fake prospects. Honeypot technique is a method that uses a hidden field in the form that is not visible to human users, but can be detected by bots. If the hidden field is filled out, the form submission is rejected as a bot submission. reCaptcha is a service that uses a challenge-response test to verify that the form submitter is a human and not a bot. The user can enable either or both of these options in the form settings to add bot protection to their forms. Enabling HTTPS, or Hypertext Transfer Protocol Secure, is a method that encrypts the communication between the user's browser and the web server, but it does not prevent bots from submitting forms. Dependent fields are fields that are displayed or hidden based on the value of another field, but they do not prevent bots from submitting forms either. Reference: [Salesforce documentation](#)

#### Question: 45

A Marketing Cloud Account Engagement administrator has pre-existing HTML that they want to use to build their landing page in Marketing Cloud Account Engagement. Which asset should be applied

during the creation of the Marketing Cloud Account Engagement landing page to accomplish that goal?

- A. Dynamic content
- B. Custom redirect
- C. Layout template
- D. Stock template

**Answer: C**

Explanation:

According to the [Salesforce documentation](#), the asset that should be applied during the creation of the

Marketing Cloud Account Engagement landing page to accomplish the goal of using pre-existing HTML is a layout template. A layout template is a reusable design that defines the structure and style of a landing page. A layout template can be created using HTML, CSS, and JavaScript, and it can include editable regions where the user can add content and forms. A layout template can be applied to multiple landing pages, and it can be used to create custom landing pages with pre-existing HTML. Dynamic content, custom redirect, and stock template are not assets that can be applied during the creation of the Marketing Cloud Account Engagement landing page to accomplish the goal of using pre-existing HTML, as they are related to other aspects of landing page creation, such as personalization, tracking, and design. Reference: [Salesforce documentation](#)

### Question: 46

In Salesforce, Contacts are deleted if an Opportunity hasn't been closed in 180 days. As a result, the corresponding prospects are marked as[[crm\_deleted]] in Marketing Cloud Account Engagement. If the Request a Demo form is completed after that 180 day period, the prospect should be recreated as a Lead. What automation tool should be used to solve this need?

- A. Engagement studio
- B. Segmentation rule
- C. Automation rule
- D. Dynamic list

**Answer: C**

Explanation:

### Question: 47

What variable tag must be included in an email to allow prospects to manage their email preferences?

- A. %%opt\_out%% or %%email\_preference\_center%%
- B. %%unsubscribe %% or %% email\_preference\_center %%
- C. %%opt\_out%% report\_spam %%
- D. %%unsubscribe % or %% opt\_out %%

**Answer: B**

Explanation:

According to the [Salesforce documentation](#), the variable tag that must be included in an email to allow prospects to manage their email preferences is %%unsubscribe%% or %%email\_preference\_center%%. A variable tag is a placeholder that is replaced with a specific value when the email is sent. The %%unsubscribe%% variable tag is replaced with a link that allows the prospect to unsubscribe from all emails from the sender. The %%email\_preference\_center%% variable tag is replaced with a link that allows the prospect to opt in or out of specific email lists or categories. Either of these variable tags can be used to enable prospects to manage their email preferences, and they are required by law in some countries. %%opt\_out%% or %%email\_preference\_center%%, %%opt\_out%% report\_spam%%, and %%unsubscribe%% or %%opt\_out%% are not valid variable tags that can be used to allow prospects to manage their email preferences, as they are either incorrect or nonexistent. Reference: [Salesforce documentation](#)

### Question: 48

What Information does the tooltip above each step on the engagement studio program report provide?

- A. High-level metrics only for prospects waiting to complete each step
- B. High-level metrics only for prospects who have completed the step
- C. High-level metrics only for prospects who left the program at each step
- D. High-level metrics only for prospects who have skipped each step

**Answer: B**

Explanation:

According to the [Salesforce documentation](#), the information that the tooltip above each step on the engagement studio program report provides is high-level metrics only for prospects who have completed the step. An engagement studio program report is a report that shows the performance and results of an engagement program, such as the number of prospects, emails, and conversions. The tooltip above each step on the program report shows the number and percentage of prospects who have completed that step, as well as the number and percentage of prospects who have taken the positive, negative, or neutral path after that step. The tooltip does not show the metrics for prospects who are waiting to complete, who have left, or who have skipped each step, as these are shown in other sections of the report. Reference: [Salesforce documentation](#)

### Question: 49

LenoxSoft has multiple forms containing a "Comments" field on their website. The administrator would like for this field to be visible and empty every time a prospect returns to one of their forms. Which two form field options should be enabled? Choose 2 answers

- A. Do not prefill
- B. Always display even if previously completed
- C. Maintain the initial value upon subsequent form submissions
- D. Display other fields in this form based on the value of this field

**Answer: B, C**

Explanation:

According to the [Salesforce documentation](#), the two form field options that should be enabled to make the "Comments" field visible and empty every time a prospect returns to one of the forms are: B) Always display even if previously completed, and C) Maintain the initial value upon subsequent form submissions. The Always display even if previously completed option ensures that the field is not hidden or pre-filled with the previous value when the prospect revisits the form. The Maintain the initial value upon subsequent form submissions option ensures that the field is not overwritten with the new value when the prospect submits the form again. These two options combined will make the field appear as visible and empty every time the prospect returns to the form. The Do not prefill option will prevent the field from being pre-filled with the prospect's information from Marketing Cloud Account Engagement or Salesforce, but it will not prevent the field from being pre-filled with the previous value from the same form. The Display other fields in this form based on the value of this field option will create a dependent field that will show or hide other fields based on the value of the

“Comments” field, but it will not affect the visibility or emptiness of the “Comments” field itself.

Reference: [Salesforce documentation](#)

### Question: 50

Which two prospect activities trigger a sync from Marketing Cloud Account Engagement to Salesforce?

Choose 2 answers

- A. Submitting a form
- B. Opening an email
- C. Clicking a custom redirect
- D. Unsubscribing from email

**Answer: A, B**

Explanation:

According to the [Salesforce documentation](#), the two prospect activities that trigger a sync from Marketing Cloud Account Engagement to Salesforce are: A) Submitting a form, and B) Opening an email. A form submission is an activity that occurs when a prospect fills out and submits a Marketing Cloud Account Engagement form or a form handler. An email open is an activity that occurs when a prospect opens an email sent from Marketing Cloud Account Engagement. These two activities will trigger a sync from Marketing Cloud Account Engagement to Salesforce, meaning that the prospect’s information and activity data will be updated in Salesforce. A sync from Marketing Cloud Account Engagement to Salesforce happens when a prospect is created or updated in Marketing Cloud Account Engagement, or when a prospect performs a significant activity in Marketing Cloud Account Engagement. Clicking a custom redirect or unsubscribing from email are not activities that trigger a sync from Marketing Cloud Account Engagement to Salesforce, as they are not considered significant activities in Marketing Cloud Account Engagement. A custom redirect is a trackable URL that can be used to measure and report on the clicks of any online content. An unsubscribe is an action that

occurs when a prospect opts out of receiving emails from the sender. These two activities will not trigger a sync from Marketing Cloud Account Engagement to Salesforce, unless they are combined with other activities that do trigger a sync, such as submitting a form or opening an email. Reference: [Salesforce documentation](#)

### Question: 51

A marketer wants to create different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle. When an Opportunity stage changes in Salesforce, the prospect list membership automatically updates to reflect that in Marketing Cloud Account Engagement. example, if an opportunity moves from Negotiations to Closed Won, the prospects associated with that opportunity. Should be removed from the Negotiations list, and added to the Closed won list.

How could the marketer accomplish this?

- A. Completion Action
- B. Page Action
- C. Automation Rule
- D. Dynamic List

## Answer: D

Explanation:

According to the [Salesforce documentation](#), the marketer can accomplish the goal of creating different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle and automatically updating the prospect list membership based on the opportunity stage change in Salesforce by using a dynamic list. A dynamic list is a list of prospects that is updated automatically based on certain criteria, such as prospect field values, activities, or scores. A dynamic list can be used to segment prospects based on their opportunity stage in Salesforce, and to add or remove prospects from the list when the opportunity stage changes. For example, a dynamic list can be created for prospects whose opportunity stage is Negotiations, and another dynamic list can be created for prospects whose opportunity stage is Closed Won. When an opportunity moves from Negotiations to Closed Won in Salesforce, the prospect associated with that opportunity will be removed from the Negotiations list and added to the Closed Won list in Marketing Cloud Account Engagement. A completion action, a page action, or an automation rule are not the best tools to accomplish the goal of creating different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle and automatically updating the prospect list membership based on the opportunity stage change in Salesforce, as they are related to other aspects of automation, such as performing actions after a prospect completes a marketing element, visits a web page, or meets certain criteria, but not segmenting prospects based on their opportunity stage in Salesforce. Reference: [Salesforce documentation](#)

## Question: 52

A marketing user wants to send an email template to a prospect list, but the specific email template isn't available to choose when sending a new list email.

How should the user resolve this issue?

- A. Edit the list to be available for "Email Sending"
- B. Edit the email template to make it available for "List Emails"
- C. Edit the list to be available for "Email Templates"
- D. Edit the email template and choose the appropriate list

## Answer: B

Explanation:

According to the [Salesforce documentation](#), the user should resolve the issue of not being able to choose the specific email template when sending a new list email by editing the email template to make it available for "List Emails". An email template is a reusable design that defines the content and layout of an email. An email template can be configured to be available for different types of email sends, such as one-to-one emails, list emails, or autoresponders. A list email is an email that is sent to a specific list of prospects, such as a newsletter or a promotion. To use an email template for a list email, the user must edit the email template and check the box for "List Emails" in the email template settings. This will make the email template available to choose when sending a new list email. Editing the list to be available for "Email Sending", "Email Templates", or editing the email template and choosing the appropriate list are not the correct ways to resolve the issue of not being able to choose the specific email template when sending a new list email, as they are either irrelevant or incorrect options for the list or the email template settings. Reference: [Salesforce documentation](#)

### Question: 53

Which two capabilities are true for completion actions? Choose 2 answers

- A. Completion actions are applied retroactively.
- B. Completion actions apply to both visitors and prospects
- C. Completion actions cannot be applied directly on a landing page.
- D. Completion actions do not execute on image file downloads

**Answer: C, D**

Explanation:

According to the [Salesforce documentation](#), the two capabilities that are true for completion actions are: C) Completion actions cannot be applied directly on a landing page, and D) Completion actions do not execute on image file downloads. A completion action is an automation tool that can be used to perform an action after a prospect successfully completes a marketing element, such as clicking a link in an email, submitting a form, or visiting a web page. A completion action can be used to perform actions such as adding a prospect to a list, assigning a prospect to a user, sending an autoresponder email, or adjusting a prospect's score. Completion actions cannot be applied directly on a landing page, as landing pages do not have completion actions. However, completion actions can be applied on the forms or custom redirects that are embedded on the landing page. Completion actions do not execute on image file downloads, as image file downloads are not considered as completion events. However, completion actions can be executed on other types of file downloads, such as PDFs or Word documents. Completion actions are not applied retroactively, as they are only

applied to prospects who complete the marketing element after the completion action is created. Completion actions do not apply to both visitors and prospects, as they only apply to prospects who have been identified by their email address or their Marketing Cloud Account Engagement tracking cookie. Reference: [Salesforce documentation](#)

### Question: 54

On Tuesday, a marketing user scheduled a list email to be sent this Friday, but their manager wants the email to go out tomorrow. Instead. What is the recommended way to change the scheduled send date for the email.

- A. Edit the scheduled email. select Wednesday for the new date, and save it
- B. Edit the engagement studio program, select Wednesday for the new date, and save
- C. Delete the engagement studio program and create a new program that is scheduled for Wednesday.
- D. Delete the scheduled email and create a new email that is scheduled for Wednesday.

**Answer: A**

Explanation:

According to the [Salesforce documentation](#), the recommended way to change the scheduled send date for the email is to edit the scheduled email, select Wednesday for the new date, and save it. A scheduled email is an email that is set to be sent at a future date and time. A scheduled email can be edited or canceled before the scheduled send time. To edit a scheduled email, the user can go to the Scheduled tab in Email Studio, select the

email, and click Edit. The user can then change the send date and time, as well as other settings, and save the changes. Editing the engagement studio program, deleting the engagement studio program, or deleting the scheduled email are not the recommended ways to change the scheduled send date for the email, as they are either unnecessary, ineffective, or irreversible actions. Reference: [Salesforce documentation](#)

### Question: 55

Which asset needs to be created first in order for a user to send a prospect a one-to-one email?

- A. Autoresponder
- B. Engagement studio program email
- C. Email template
- D. List email

**Answer: C**

Explanation:

According to the [Salesforce documentation](#), the asset that needs to be created first in order for a user to send a prospect a one-to-one email is an email template. A one-to-one email is an email that is sent to an individual prospect, such as a follow-up or a confirmation email. A one-to-one email can be sent from the prospect record, a list, a report, or a campaign. To send a one-to-one email, the user needs to have an email template that defines the content and layout of the email. An email template

can be created in Email Studio or Content Builder, and it can be personalized with variable tags or dynamic content. An autoresponder, an engagement studio program email, or a list email are not assets that need to be created first in order for a user to send a prospect a one-to-one email, as they are related to other types of email sends, such as automated responses, program emails, or mass emails. Reference: [Salesforce documentation](#)

### Question: 56

What step type would be used in engagement studio to add prospects to another engagement studio program's recipient list?

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

**Answer: D**

Explanation:

According to the [Salesforce documentation](#), the step type that would be used in engagement studio to add prospects to another engagement studio program's recipient list is an action. An engagement studio program is a feature that allows users to build, test, and report on automated programs that send targeted emails and perform actions based on prospect behavior and criteria. An engagement studio program consists of steps that define the logic and flow of the program. There are three types of steps: triggers, actions, and rules. A trigger is a step that checks for a prospect's activity, such as opening an email, clicking a link, or submitting a form. An

action is a step that performs an action on a prospect, such as sending an email, adjusting a score, or adding to a list. A rule is a step that checks for a prospect's attribute or value, such as score, grade, or field value. To add prospects to another engagement studio program's recipient list, the user can use an action step that adds prospects to a list. The user can then use that list as the recipient list for another engagement studio program. A rule, an end, or a trigger are not the step types that would be used in engagement studio to add prospects to another engagement studio program's recipient list, as they are related to other functions, such as checking for criteria, ending the program, or checking for activity. Reference: [Salesforce documentation](#)

### Question: 57

What are two benefits of the engagement studio testing experience? Choose 2 answers

- A. Evaluating email template options for the program
- B. Visualizing a prospect's possible paths
- C. Understanding the timeline of the program
- D. Measuring a specific step's performance

**Answer: B, D**

Explanation:

According to the [Salesforce documentation](#), the two benefits of the engagement studio testing experience are: B) Visualizing a prospect's possible paths, and D) Measuring a specific step's performance. The engagement studio testing experience is a feature that allows users to test and troubleshoot their engagement studio programs before launching them. The testing experience can help users to: Visualize a prospect's possible paths: The testing experience can show the user how a prospect can move through the program based on different scenarios and outcomes. The user can see the positive, negative, and neutral paths that a prospect can take after each step, and the actions and emails that the prospect will receive. The user can also see the number of prospects that are expected to take each path based on the current recipient list. Measuring a specific step's performance: The testing experience can show the user the performance metrics of each step, such as the number and percentage of prospects who have completed, skipped, or are waiting for the step. The user can also see the email metrics of each email step, such as the number and percentage of prospects who have opened, clicked, or unsubscribed from the email. The user can use these metrics to evaluate and optimize the effectiveness of each step. Evaluating email template options for the program or understanding the timeline of the program are not benefits of the engagement studio testing experience, as they are related to other aspects of the program creation, such as choosing the email content or setting the wait times. Reference: [Salesforce documentation](#)

### Question: 58

A client submits their Marketing Cloud Account Engagement form to test the form's completion actions. After they submit the form, none of the completion actions are applied to their prospect record. What explanation do you give as to why the actions did not occur?

- A. The client has a visitor filter set up to filter activities from their IP address. Completion actions do **NOT** occur on filtered visitors.
- B. The 'email' form field was set up to exclude free email addresses, so even though they submitted the form successfully, the Gmail address they used prevented the completion actions from running.
- C. The client did not un-pause the completion actions.

D. Kiosk mode was enabled on the form, so completion actions did not run.

**Answer: A**

Explanation:

According to the [Salesforce documentation](#), the explanation for why the completion actions did not occur when the client submitted their Marketing Cloud Account Engagement form to test the form's completion actions is: A) The client has a visitor filter set up to filter activities from their IP address. Completion actions do not occur on filtered visitors. A visitor filter is a feature that allows users to exclude certain visitors from being tracked and reported in Marketing Cloud Account Engagement. A visitor filter can be based on IP address, location, or domain. A visitor filter can help users to avoid tracking their own activities or those of their competitors. A completion action is an automation tool that can be used to perform an action after a prospect successfully completes a marketing element, such as submitting a form, clicking a link, or visiting a web page. A completion action can be used to perform actions such as adding a prospect to a list, assigning a prospect to a user, sending an autoresponder email, or adjusting a prospect's score. However, completion actions do not occur on filtered visitors, as they are not tracked or reported in Marketing Cloud Account Engagement. Therefore, if the client has a visitor filter set up to filter activities from their IP address, the

completion actions will not occur when they submit the form. The 'email' form field being set up to exclude free email addresses, the client not un-pausing the completion actions, or kiosk mode being enabled on the form are not the explanations for why the completion actions did not occur when the client submitted their Marketing Cloud Account Engagement form to test the form's completion actions, as they are either irrelevant, incorrect, or nonexistent options for the form or the completion actions. Reference: [Salesforce documentation](#)

### **Question: 59**

Your client is looking for a way to increase the quality of leads that are being passed from marketing to sales. What advice do you offer?

- A. Only pass on leads that are very active on your site no matter the company profile.
- B. Implement a blended lead scoring and grading system.
- C. Automatically assign all leads to sales reps in a round-robin system.
- D. Add more landing pages and forms to your site to increase the number of conversion opportunities.

**Answer: B**

Explanation:

According to the [Salesforce documentation](#), the advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales is: B) Implement a blended lead scoring and grading system. A lead scoring and grading system is a feature that allows users to measure and qualify the prospects based on their level of interest and fit for the business. A lead scoring and grading system can help users to prioritize and segment the prospects, and to pass the most qualified leads from marketing to sales. A lead scoring and grading system consists of two components: scoring and grading. Scoring is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. Scoring can be done automatically by the default scoring model in Marketing Cloud Account Engagement, or manually by customizing the scoring rules. Grading is a letter value that indicates the level of fit of a prospect, based on their attributes, such as industry, job title,

location, or company size. Grading can be done manually by creating profiles and matching them with the prospect's information. By implementing a blended lead scoring and grading system, the client can increase the quality of leads that are being passed from marketing to sales, as they can identify the prospects who have both a high score and a high grade, meaning that they are both interested and suitable for the business. Only passing on leads that are very active on the site no matter the company profile, automatically assigning all leads to sales reps in a round-robin system, or adding more landing pages and forms to the site to increase the number of conversion opportunities are not the best advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales, as they are either ineffective, inefficient, or irrelevant ways of qualifying and prioritizing the leads. Reference: [Salesforce documentation](#)

### Question: 60

How can a prospect's score be changed?

- A. Through automation rules.
- B. Through scoring model changes.
- C. Through completion actions.
- D. All of the above.

**Answer: D**

Explanation:

According to the [Salesforce documentation](#), a prospect's score can be changed through automation rules, scoring model changes, or completion actions. A prospect's score is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. A prospect's score can be changed by using different methods, such as:

**Automation rules:** An automation rule is an automation tool that can be used to update a prospect's score when the prospect meets certain criteria, such as prospect field values, activities, or scores. For example, an automation rule can be created to increase a prospect's score by 10 points when the prospect visits a specific web page.

**Scoring model changes:** A scoring model is a feature that allows users to customize the scoring rules for different types of activities, such as email opens, form submissions, or custom redirects. A scoring model can be changed by editing the default scoring model in Marketing Cloud Account Engagement, or by creating a custom scoring model for a specific group of prospects. For example, a scoring model can be changed to assign more points to an email open, or to create a different scoring model for prospects from a certain industry.

**Completion actions:** A completion action is an automation tool that can be used to adjust a prospect's score after the prospect successfully completes a marketing element, such as submitting a form, clicking a link, or visiting a web page. A completion action can be used to increase or decrease a prospect's score by a specific amount, or to reset a prospect's score to zero. For example, a completion action can be created to decrease a prospect's score by 5 points when the prospect unsubscribes from an email.

Reference: [Salesforce documentation](#)

### Question: 61

Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead's Marketing Cloud Account Engagement information (score/grade) transferred over. How do you address this issue?

- A. Marketing Cloud Account Engagement only shows this information on the lead record.
- B. Once converted, this information shows on the account record and not the contact.
- C. The administrator needs to create lookup fields on the contact to see this from the lead.
- D. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.

**Answer: D**

Explanation:

According to the [Salesforce documentation](#), the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce can be addressed by making sure that the administrator has mapped the lead fields to the contact fields in Salesforce. A field mapping is a feature that allows users to sync the data between Marketing Cloud Account Engagement and Salesforce fields, such as name, email, score, or grade. A field mapping can be configured by the administrator in the connector settings, and it can be customized for different objects, such as leads, contacts, or accounts. When a lead is converted to a contact in Salesforce, the Marketing Cloud Account Engagement information (score/grade) should transfer over to the contact record, as long as the lead fields and the contact fields are mapped correctly in the connector settings. If the fields are not mapped correctly, the Marketing Cloud Account Engagement information (score/grade) will not transfer over, and the contact record will not reflect the Marketing Cloud Account Engagement data. Therefore, the administrator needs to make sure that the lead fields and the contact fields are mapped correctly in the connector settings, and that the sync between Marketing Cloud Account Engagement and Salesforce is working properly. Marketing Cloud Account Engagement only showing this information on the lead record, this information showing on the account record and not the contact, or the administrator needing to create lookup fields on the contact to see this from the lead are not the correct ways to address the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce, as they are either inaccurate, irrelevant, or unnecessary options for the field mapping or the data sync. Reference: [Salesforce documentation](#)

## Question: 62

Which adheres most closely to email sending best practices?

- A. When possible, send emails on Monday mornings in order to stay top of mind throughout the week.
- B. Establish a consistent, predictable cadence for your email communications.
- C. Send plain text only emails in order to increase engagement rates.
- D. Make sure that all emails have a high image-to-text ratio.

**Answer: B**

Explanation:

According to the [Salesforce documentation](#), the option that adheres most closely to email sending best practices is: B) Establish a consistent, predictable cadence for your email communications. Email sending best practices are guidelines that help users to create and send effective and engaging emails to their prospects and customers. Email sending best practices can cover different aspects of email marketing, such as content, design, deliverability, and performance. One of the email sending best practices is to establish a consistent, predictable cadence for your email communications, meaning that you should send your emails at regular intervals and frequencies, and that you should align your email sends with your audience's expectations and preferences. By establishing a consistent, predictable cadence for your email communications, you can build

trust and loyalty with your subscribers, increase your open and click rates, and avoid spam complaints or unsubscribes. When possible, sending emails on Monday mornings in order to stay top of mind throughout the week, sending plain text only emails in order to increase engagement rates, or making sure that all emails have a high image-to-text ratio are not the options that adhere most closely to email sending best practices, as they are either ineffective, outdated, or detrimental options for email marketing.

Reference: [Salesforce documentation](#)

### Question: 63

What information can you access on the Prospect List?

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

**Answer: A, D, E, F, H**

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](#)

### Question: 64

What does the gear icon on the prospect list allow you to do?

- A. Copy
- B. Assign
- C. Delete
- D. Edit

**Answer: B, C, D**

Explanation:

According to the [Salesforce documentation](#), the actions that can be done with the gear icon on the prospect list

are: B) Assign, C) Delete, and D) Edit. The gear icon is a feature that allows users to perform different actions on a prospect or a group of prospects from the Prospect List. The gear icon can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different options for the selected prospect or prospects, such as assign, delete, or edit. The assign

option allows the user to assign the prospect or prospects to a user, a group, or a queue. The delete option allows the user to delete the prospect or prospects from Marketing Cloud Account Engagement. The edit option allows the user to edit the prospect or prospects' information, such as name, email, or custom fields. The copy option is not an action that can be done with the gear icon on the prospect list, as it is not an available option for the prospect or prospects.

Reference: [Salesforce documentation](#)

### Question: 65

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

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

**Answer: C**

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](#)

### Question: 66

You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record.

- A. True
- B. False

**Answer: A**

Explanation:

According to the [Salesforce documentation](#), the answer is true. You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record. The Insight

section is a feature that shows the key information and metrics of a prospect in Marketing Cloud Account Engagement. The Insight section can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different data for the prospect, such as score, grade, assigned user, or recent interaction. The score is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. The grade is a letter value that indicates the level of fit of a prospect, based on their attributes, such as industry, job title, location, or company size. The assigned user is the user who is responsible for the prospect, and who can view and edit the prospect's information. The recent interaction is the latest action or event that the prospect has performed or received, such as opening an email, clicking a link, or registering for a webinar. The Insight section can help users to quickly and easily view the most important information and metrics of a prospect, and to take actions based on the data. Reference: [Salesforce documentation](#)

### Question: 67

Arrange the steps to Access a Prospect Record:

- A . Select Prospect
  - B . Mouseover Prospects
  - C . Click Prospect List
- A. A B C
  - B. A C B
  - C. B C A
  - D. C A B

**Answer: C**

Explanation:

According to the [Salesforce documentation](#), the correct steps to access a Prospect Record are: B) Mouseover Prospects, C) Click Prospect List, and A) Select Prospect. 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. To access a Prospect Record, the user needs to follow these steps:

**Mouseover Prospects:** The user needs to move the cursor over the Prospects tab in the navigation bar in Marketing Cloud Account Engagement. This will open a drop-down menu with different options, such as Prospect List, Add Prospect, or Import Prospects.

**Click Prospect List:** The user needs to click on the Prospect List option in the drop-down menu. This will open the Prospect List page, which shows a list of prospects in Marketing Cloud Account Engagement. The user can customize, sort, filter, search, or export the Prospect List, and they can also perform different actions on the prospects, such as assign, delete, or edit.

**Select Prospect:** The user needs to select the prospect that they want to access from the Prospect List. This will open the Prospect Record page, which shows the detailed information and activity history of the prospect. The user can view, edit, or update the Prospect Record, and they can also perform different actions on the prospect, such as sending an email, adding to a list, or changing the score or grade.

Reference: [Salesforce documentation](#)

### Question: 68

The "related" tab of the prospect record displays prospects that have what in common?

Choose one answer

- A. Email Domain
- B. Company
- C. Assigned user
- D. Score

**Answer: D**

Explanation:

According to the [Salesforce documentation](#), the "related" tab of the prospect record displays prospects that have the same score as the current prospect. The "related" tab is a feature that shows a list of prospects that are similar to the current prospect in Marketing Cloud Account Engagement. The "related" tab can be accessed from the Prospect Record page in Marketing Cloud Account Engagement, and it can show different columns of information for each related prospect, such as name, company, grade, score, or last activity. The user can customize the columns that are displayed on the "related" tab, and they can also sort, filter, search, or export the "related" tab. The "related" tab can also show other information for each related prospect, such as email address, title, assigned user, or custom fields, but these are not the default columns that are displayed on the "related" tab, and they need to be added by the user in the column settings. The "related" tab can help users to find and compare prospects that have the same level of interest and engagement as the current prospect, and to take actions based on the data. The "related" tab does not display prospects that have the same email domain, company, or assigned user as the current prospect, as these are not the criteria that are used to determine the similarity of the prospects. Reference: [Salesforce documentation](#)

### Question: 69

Which is NOT a way to assign a custom role to a user?

- A. Edit an existing Default Role, and it will automatically convert to a Custom Role.
- B. Assign new users to a previously created Custom Roles during the import process.
- C. Add a batch of existing users to a Custom Role using table actions
- D. Add a user to a Custom Role directly from their User Record.

**Answer: D**

Explanation:

According to the [Salesforce documentation](#), the option that is not a way to assign a custom role to a user is: D) Add a user to a Custom Role directly from their User Record. A custom role is a feature that allows users to create and assign custom permissions and access levels to other users in Marketing Cloud Account Engagement. A custom role can be created and managed by the

administrator in the Admin tab in Marketing Cloud Account Engagement, and it can be assigned to new or existing users. A custom role can be assigned to a user by using different methods, such as: Edit an existing Default Role, and it will automatically convert to a Custom Role: A default role is a predefined role that comes

with Marketing Cloud Account Engagement, and that has a fixed set of permissions and access levels. A default role can be edited by the administrator in the Admin tab in Marketing Cloud Account Engagement, and it will automatically convert to a custom role when the changes are saved. The administrator can then assign the custom role to a user or a group of users. Assign new users to a previously created Custom Roles during the import process: A new user is a user that is not yet added to Marketing Cloud Account Engagement, and that needs to be created and assigned a role. A new user can be imported by the administrator in the Admin tab in Marketing Cloud Account Engagement, and they can be assigned to a previously created custom role during the import process. The administrator can use a CSV file to import multiple new users at once, and to assign them to different custom roles.

Add a batch of existing users to a Custom Role using table actions: An existing user is a user that is already added to Marketing Cloud Account Engagement, and that has a role assigned to them. An existing user can be added to a custom role by the administrator in the Admin tab in Marketing Cloud Account Engagement, and they can use the table actions to add a batch of existing users to a custom role at once. The administrator can select multiple existing users from the User List, and then click on the Change Role option in the table actions. The administrator can then choose the custom role that they want to assign to the selected users.

The option that is not a way to assign a custom role to a user is: Add a user to a Custom Role directly from their User Record. A user record is a feature that shows the detailed information and settings of a user in Marketing Cloud Account Engagement. A user record can be accessed from the Admin tab in Marketing Cloud Account Engagement, and it can show different sections of information for the user, such as details, permissions, or activity. The user record can also show the role that is assigned to the user, but it cannot be used to add a user to a custom role directly. The user record can only be used to edit the user's information, such as name, email, password, or timezone, but not the user's role. To add a user to a custom role, the administrator needs to use one of the methods mentioned above, such as editing an existing default role, assigning new users during the import process, or adding a batch of existing users using table actions. Reference: [Salesforce documentation](#)

## Question: 70

What editions of Salesforce can sync with Marketing Cloud Account Engagement?

- A. Enterprise Edition and lower
- B. Standard Edition and higher
- C. Professional Edition and higher

**Answer: C**

Explanation:

According to the [Salesforce documentation](#), the editions of Salesforce that can sync with Marketing Cloud Account Engagement are: C) Professional Edition and higher. A sync between Salesforce and Marketing Cloud Account Engagement is a feature that allows users to connect and exchange data between the two platforms, such as leads, contacts, accounts, campaigns, or opportunities. A sync between Salesforce and Marketing Cloud Account Engagement can be configured by the administrator in the connector settings, and it can be customized for different objects, fields, or

actions. A sync between Salesforce and Marketing Cloud Account Engagement can help users to keep their data consistent and accurate, to automate their sales and marketing processes, and to measure and optimize their performance and results. A sync between Salesforce and Marketing Cloud Account Engagement can be done with different editions of Salesforce, depending on the features and functionalities that the user needs. The editions of Salesforce that can sync with Marketing Cloud Account Engagement are: Professional Edition,

Enterprise Edition, Unlimited Edition, and Performance Edition. These editions of Salesforce can sync with Marketing Cloud Account Engagement, and they can also access additional features, such as custom objects, multiple scoring categories, or B2B Marketing Analytics. The edition of Salesforce that cannot sync with Marketing Cloud Account Engagement is: Standard Edition. This edition of Salesforce does not have the ability to sync with Marketing Cloud Account Engagement, and it does not have access to the additional features that the other editions have. Therefore, the user needs to upgrade to a higher edition of Salesforce if they want to sync with Marketing Cloud Account Engagement and use the advanced features. Reference: [Salesforce documentation](#)

### Question: 71

What type of fields are not supported by the Marketing Cloud Account Engagement sync?

- A. Record Type fields
- B. Formula fields
- C. Number fields
- D. Geolocation fields
- E. Text Area (rich) fields

**Answer: B, D, E**

Explanation:

According to the [Salesforce documentation](#), the types of fields that are not supported by the Marketing Cloud Account Engagement sync are: B) Formula fields, D) Geolocation fields, and E) Text Area (rich) fields. A Marketing Cloud Account Engagement sync is a feature that allows users to connect and exchange data between Marketing Cloud Account Engagement and Salesforce fields, such as name, email, score, or grade. A Marketing Cloud Account Engagement sync can be configured by the administrator in the connector settings, and it can be customized for different objects, fields, or actions. A Marketing Cloud Account Engagement sync can support different types of fields, such as text, number, date, checkbox, picklist, or lookup fields. However, a Marketing Cloud Account Engagement sync cannot support some types of fields, such as formula, geolocation, or text area (rich) fields. A formula field is a field that calculates a value based on a formula or an expression. A geolocation field is a field that stores the latitude and longitude coordinates of a location. A text area (rich) field is a field that allows users to enter formatted text, images, or links. These types of fields are not supported by the Marketing Cloud Account Engagement sync, as they are either incompatible, complex, or large for the data exchange. A record type field is a type of field that is supported by the Marketing Cloud Account Engagement sync, as it is a field that defines different business processes, page layouts, or picklist values for different users. A number field is also a type of field that is supported by the Marketing Cloud Account Engagement sync, as it is a field that stores numerical values. Reference: [Salesforce documentation](#)

### Question: 72

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. Lead field
- B. Contact field

## Answer: A

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](#)

## Question: 73

What information cannot be displayed as a graph (line or bar) on the dashboard?

A. Prospects Created B. Conversions C. Opportunities Created D. Opportunities Lost E. All Prospects

## Answer: A, B

Explanation:

According to the [Salesforce documentation](#), the information that cannot be displayed as a graph (line or bar) on the dashboard are: A) Prospects Created, and B) Conversions. The dashboard is a feature that shows the overview and performance of the marketing activities and campaigns in Marketing Cloud Account Engagement. The dashboard can be accessed from the Dashboard tab in Marketing Cloud Account Engagement, and it can show different data and metrics for the marketing elements, such as emails, forms, landing pages, or opportunities. The dashboard can display some of the

information as graphs (line or bar), such as opportunities created, opportunities won, opportunities lost, or all prospects. The graphs can help users to visualize and compare the trends and changes of the information over time, and to filter or export the graphs. The dashboard cannot display some of the information as graphs (line or bar), such as prospects created or conversions. The prospects created information shows the number of prospects that were added to Marketing Cloud Account Engagement in a given time period, and it can be displayed as a table or a chart, but not as a graph. The conversions information shows the number of visitors that were converted to prospects in a given time period, and it can be displayed as a table or a chart, but not as a graph. These types of information are not suitable for displaying as graphs, as they are either too granular or too static for the data visualization. Reference: [Salesforce documentation](#)

## Question: 74

Administrators can reset passwords for users

- A. True
- B. False

**Answer: A**

Explanation:

According to the [Salesforce documentation](#), the answer is true. Administrators can reset passwords for users. An administrator is a user who has the highest level of permissions and access in Marketing Cloud Account Engagement, and who can create and manage other users, roles, and settings. An administrator can reset passwords for users in the Admin tab in Marketing Cloud Account Engagement, and they can use different methods, such as:

Reset password for a single user: An administrator can reset the password for a single user by accessing the user record in the User List, and clicking on the Reset Password button. The administrator can then enter a new password for the user, or generate a random password. The administrator can also choose to send an email notification to the user with the new password. Reset password for multiple users: An administrator can reset the password for multiple users by selecting the users from the User List, and clicking on the Reset Password option in the table actions. The administrator can then enter a new password for the users, or generate a random password. The administrator can also choose to send an email notification to the users with the new password. Reference: [Salesforce documentation](#)

### Question: 75

New feature alerts can be found at the top of the dashboard.

- A. True
- B. False

**Answer: A**

Explanation:

According to the [Salesforce documentation](#), the answer is true. New feature alerts can be found at

the top of the dashboard. A new feature alert is a notification that informs the user about the latest features and updates that are available in Marketing Cloud Account Engagement. A new feature alert can be found at the top of the dashboard in Marketing Cloud Account Engagement, and it can show different information, such as the name, description, or link of the new feature or update. The user can click on the new feature alert to learn more about it, or to access it. The user can also dismiss the new feature alert by clicking on the X icon, or view the previous new feature alerts by clicking on the bell icon. The new feature alerts can help the user to stay informed and updated about the new features and updates that are available in Marketing Cloud Account Engagement, and to take advantage of them. Reference: [Salesforce documentation](#)

### Question: 76

There are absolutely no restrictions on how you assign custom users abilities.

- A. True
- C. False

## Answer: B

Explanation:

According to the [Salesforce documentation](#), the answer is false. There are some restrictions on how you assign custom users abilities. A custom user is a user who has a custom role assigned to them in Marketing Cloud Account Engagement. A custom role is a feature that allows users to create and assign custom permissions and access levels to other users in Marketing Cloud Account Engagement. A custom role can be created and managed by the administrator in the Admin tab in Marketing Cloud Account Engagement, and it can be assigned to new or existing users. A custom role can be assigned to a user by using different methods, such as editing an existing default role, assigning new users during the import process, or adding a batch of existing users using table actions. However, there are some restrictions on how you assign custom users abilities, such as:

You cannot assign a custom user the ability to create or edit other users, roles, or connectors. This ability is reserved for the administrator only, and it cannot be delegated to a custom user.

You cannot assign a custom user the ability to access or edit the data or settings of another user, unless the custom user is the manager of that user. A manager is a user who is responsible for overseeing and managing other users, and who can view and edit their data or settings. A manager can be assigned to a user in the user record, and they can have a custom role or a default role.

You cannot assign a custom user the ability to access or edit the data or settings of a prospect, unless the custom user is the owner or the assigned user of that prospect. An owner is a user who created the prospect in Marketing Cloud Account Engagement, and who can view and edit their data or settings. An assigned user is a user who is assigned to the prospect in Marketing Cloud Account Engagement, and who can view and edit their data or settings. An owner or an assigned user can be assigned to a prospect in the prospect record, and they can have a custom role or a default role. Reference: [Salesforce documentation](#)

### Question: 77

False

19. Which of these are default user roles?

- A. Administrator
- B. Admin Vacation
- C. Marketing
- D. Sales Manager
- E. Sales Manager's Assistant
- F. Sales User

**Answer: A, C, D, F**

Explanation:

[These are the default user roles that are included with Marketing Cloud Account Engagement1](#). They have different levels of access and permissions to perform various tasks in Marketing Cloud Account Engagement. [You can also create custom roles from a default role or from scratch](#).

### Question: 78

Identify the differences between default and custom roles.

- A. Default roles are included with Marketing Cloud Account Engagement
- B. Custom roles can be edited
- C. Default roles can be edited
- D. Default roles can be deleted
- E. Custom Roles can be created from scratch
- F. Custom roles can be created from a default role
- G. Default roles are included with Marketing Cloud Account Engagement

**Answer: A, B, E, F**

Explanation:

[Default roles are included with Marketing Cloud Account Engagement and cannot be edited or deleted](#)<sup>2</sup>. [Custom roles can be edited and deleted, and can be created from scratch or from a default role](#)<sup>2</sup>. [Custom roles allow you to customize the access and permissions for different types of users in your organization](#)<sup>2</sup>

### Question: 79

Users can be imported into Marketing Cloud Account Engagement

- A. True
- B. False

**Answer: A**

Explanation:

[Users can be imported into Marketing Cloud Account Engagement from a CSV file or from Salesforce](#)<sup>3</sup>. [You can also manually add users individually or in bulk](#)<sup>3</sup>. [Importing users can help you save time and ensure consistency in your user management](#)<sup>3</sup>

### Question: 80

Arrange these events in sequence:

- A . The visitor is now a prospect.
- B . A visitor submits a conversion form
- C . A cookie is applied
- D . The prospect's activity history is available to view in Marketing Cloud Account Engagement
- E . Visitors access your company website

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

**Answer: A**

Explanation:

The correct sequence of events is E C B A D. [Visitors access your company website \(E\), a cookie is applied ©, a](#)

[visitor submits a conversion form \(B\), the visitor is now a prospect \(A\), and the prospect's activity history is available to view in Marketing Cloud Account Engagement \(D\)4. This is how Marketing Cloud Account Engagement tracks and captures visitor and prospect data and behavior](#)

### Question: 81

A Prospect is a Visitor who has submitted an email address through a form or landing page on your site.

- A. True
- B. False

**Answer: A**

Explanation:

A prospect is a visitor who has submitted an email address through a form or landing page on your site. This is the primary way that Marketing Cloud Account Engagement identifies and converts visitors into prospects. A prospect can also be created from an email link click, a manually entered email address, or an import.

### Question: 82

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

- A. Form
- B. Form Handler

**Answer: B**

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 time1. You can also use form handlers to connect Marketing Cloud Account Engagement to your existing forms on your website or other platforms](#)

### Question: 83

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

- A. Form
- B. Form Handler

**Answer: B**

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: 84

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

- A. Form
- C. Form Handler

**Answer: B**

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: 85

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

- A. Form
- B. Form Handler

**Answer: A**

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: 86

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

- A. Form Handler
- B. Form

**Answer: B**

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: 87

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

- A. Form
- C. Form Handler

**Answer: A**

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: 88

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.

**Answer: A**

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: 89

Completion Actions are retroactive.

- A. True
- B. False

**Answer: B**

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: 90**

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

- A. Form Handler
- B. Form

**Answer: B**

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: 91**

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

**Answer: C**

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 onetime 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: 92

Which of the following can "unmatched" prospects?

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

**Answer: B**

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: 93

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

**Answer: B, C, 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](#)

### Question: 94

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

**Answer: A**

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: 95

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

**Answer: A**

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: 96

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

**Answer: A, B**

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: 97

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

**Answer: A, D**

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: 98

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

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

**Answer: C**

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: 99

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

**Answer: B, E**

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: 100

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.

**Answer: A, C**

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: 101

What is a good default sales ready lead score?

- A. 75

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

**Answer: D**

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: 102**

What is the baseline grade assigned to a prospect?

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

**Answer: B**

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: 103**

What does Marketing Cloud Account Engagement sync first with Salesforce?

- A. Contacts
- B. Leads

**Answer: A**

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: 104**

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

- A. True
- B. False

**Answer: B**

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: 105**

What is a good bounce rate?

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

**Answer: C**

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: 106

How often does Marketing Cloud Account Engagement sync with Salesforce?

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

**Answer: C**

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: 107

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

**Answer: D**

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 —>

**Question: 108**

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)

**Answer: A**

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: 109**

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.

**Answer: B**

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: 110

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

**Answer: A**

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: 111

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

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

**Answer: A**

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: 112

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

- A. Leads
- B. Contacts

**Answer: A**

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: 113**

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)

**Answer: B**

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 Salesforce](#)<sup>2</sup>: [What To Know Before Using Person Accounts in Marketing Cloud Account Engagement & Salesforce](#)

**Question: 114**

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

**Answer: D**

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: 115

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

**Answer: A**

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: 116

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

**Answer: A, D, E**

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: 117

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

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

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>9</sup><sup>10</sup> Reference: [9: Auto generated email – How to guide](#)<sup>10</sup>: [Customizing the System Generated Emails](#)

## Question: 118

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

**Answer: A, B**

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: 119

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

**Answer: E**

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: 120

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

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

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: 121**

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

**Answer: A**

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: 122**

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.

**Question: 123**

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

**Answer: A, B, C**

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: 124**

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

**Answer: C**

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: 125**

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

**Answer: A**

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: 126

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

**Answer: D**

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: 127

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

**Answer: A**

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: 128

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

**Answer: D**

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: 129**

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

**Answer: C**

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: 130**

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

**Answer: D**

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: 131**

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

**Answer: B**

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: 132**

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.

**Answer: B**

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: 133**

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

**Answer: A, C, D**

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: 134

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

**Answer: C, D**

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: 135

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.

**Answer: A**

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: 136

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

**Answer: A, C, D**

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: 137

How can a Prospects score be changed?

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

**Answer: C, D**

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: 138**

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

**Answer: A, B**

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: 139**

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.

**Answer: B**

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: 140**

How do you use an automation rule to opt out prospects?

- A. Change prospect field value: 'Do Not Email' to 'Do Not Email'
- B. You can't use an automation rule to opt-out prospects.
- C. Change prospect field value to Opt-out

## Answer: A

Explanation:

You can use an automation rule to opt out prospects by changing their field value of 'Do Not Email' to 'true'. This will prevent them from receiving any email communication from you. You cannot use an automation rule to change the field value to 'Opt-out', since that is not a valid option for the 'Do Not Email' field. You also cannot use an automation rule to opt out prospects by changing any other field value, since the 'Do Not Email' field is the only one that controls the opt-out status of prospects. Reference: [Automation Rules], [Opt Out Prospects]

## Question: 141

When are visitors converted to prospects?

- A. When they run through completion actions
- B. When an automation rule runs
- C. When a prospect fills out a form or form handler
- D. When the prospect visits a Marketing Cloud Account Engagement landing page

## Answer: C

Explanation:

Visitors are anonymous web browsers who have interacted with your online marketing content, such as your website, landing pages, or custom redirects. Visitors are converted to prospects when they fill out a form or form handler, which captures their email address and other information. Filling out

a form or form handler is the only way to convert a visitor to a prospect. Running through completion actions, matching an automation rule, or visiting a Marketing Cloud Account Engagement landing page do not convert visitors to prospects, unless they also fill out a form or form handler on those pages. Reference: [Visitors and Prospects, Forms and Form Handlers](#)

## Question: 142

How long does it take a drip program to start after unpausing it?

- A. Immediately
- B. Within 5 minutes
- C. Within one hour
- D. Within one business day

## Answer: C

Explanation:

Drip programs are automated email campaigns that send a series of messages to prospects based on predefined criteria and triggers. You can pause and resume drip programs at any time. However, when you resume a drip program, it does not start immediately. It takes up to one hour for the drip program to resume sending emails to the prospects in the program. It does not take 5 minutes, one business day, or immediately for the drip program to start after unpausing it. Reference: [Drip Programs, Pause and Resume Drip](#)

## [Programs](#)

### Question: 143

Why should you set a form to Always Display?

- A. To always show the form when someone returns to the page.
- B. To get a higher form conversion rate
- C. To prevent spammers from filling out the form
- D. To ensure the prospect gets scored and graded.

**Answer: A**

Explanation:

Forms are web forms that capture prospect information and allow you to perform actions based on the form submission. You can set a form to Always Display, which means that the form will always show when someone returns to the page, even if they have already filled out the form before. This option is useful if you want to allow prospects to update their information or submit the form multiple times. Setting a form to Always Display does not affect the form conversion rate, prevent spammers from filling out the form, or ensure the prospect gets scored and graded. Those factors depend on other settings and criteria. Reference: [Forms and Form Handlers](#), [Form Display Options](#)

### Question: 144

Can you tie multiple Salesforce accounts to one Marketing Cloud Account Engagement account?

- A. Yes, you can have up to 2 Salesforce accounts linked to one Marketing Cloud Account Engagement account.
- B. No, you can only have one Salesforce connector at a time.
- C. Yes, but you would need to contact Marketing Cloud Account Engagement Support to enable the feature for you.
- D. Yes, but it's only available to customers with the Pro Edition

**Answer: B**

Explanation:

The Salesforce connector is a feature that allows you to integrate Marketing Cloud Account Engagement with Salesforce, a customer relationship management (CRM) platform. With this connector, you can sync data, activities, and campaigns between Marketing Cloud Account Engagement and Salesforce. You can only have one Salesforce connector at a time, which means that you can only tie one Salesforce account to one Marketing Cloud Account Engagement account. You cannot have multiple Salesforce accounts linked to one Marketing Cloud Account Engagement account, regardless of the number of accounts, the edition of Marketing Cloud Account Engagement, or the support from Marketing Cloud Account Engagement. Reference: [Salesforce Connector](#), [Connect Marketing Cloud Account Engagement and Salesforce](#)

### Question: 145

How can you ensure your email doesn't get stuck in spam?

- A. Create clear calls-to-action
- B. Create mobile-friendly version of the email
- C. Create a text version of the email
- D. Remove the unsubscribe from the email
- E. Add domain keys and SPF

**Answer: C**

Explanation:

Emails are electronic messages that you can send to prospects and customers to communicate with them and engage them with your marketing content. You can create and send emails using Marketing Cloud Account Engagement. However, some emails may get stuck in spam, which means that they are filtered out by the recipient's email provider or client and marked as unsolicited or unwanted messages. To avoid this, you can create a text version of the email, which is a plain text alternative to the HTML version of the email. A text version of the email helps with email deliverability and accessibility, as some email clients or devices may not support HTML or images. Creating clear calls-to-action, mobile-friendly versions, or domain keys and SPF may also help with email deliverability, but they are not as essential as creating a text version of the email. Removing the unsubscribe link from the email is not a good practice, as it may violate the email regulations and preferences of the recipients. Reference: [Emails](#), [Create a Text Version of an Email]

### Question: 146

How can you preview/test matches for automation rules before you run them?

- A. Run the automation rule to see how many matches there are.
- B. Use the automation preview option.
- C. Create a list and see how many prospects are affected.

You can preview which prospects will be matches by your Automation Rules. After creating or editing your rules, click the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time (this is very fast for most rules — often under a minute). The preview will tell you how many prospects will be matched. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them.

**Answer: B**

Explanation:

You can preview or test matches for automation rules before you run them by using the automation preview option. This option allows you to see how many prospects will be matched by your automation rules without actually running them. You can access this option by clicking the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time. The preview will tell you how many prospects will be matched and show you a sample of them. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them.

Answer A is incorrect because running the automation rule will not only show you how many matches there

are, but also apply the actions to them, which may not be what you want. Answer C is incorrect because creating a list and seeing how many prospects are affected will not give you the same results as the automation preview option, since the list criteria may not match the automation rule criteria exactly. Answer D is incorrect because there is no such option as the prospect table actions. Reference: [Automation Rules, Preview Automation Rules](#)

### Question: 147

Creating or marking an opportunity as lost will result in the change of a prospect's score

- A. True
- B. False

**Answer: A**

Explanation:

Creating or marking an opportunity as lost will result in the change of a prospect's score. This is because opportunities are one of the factors that affect the scoring of prospects in Marketing Cloud Account Engagement. Scoring is a numerical value that indicates the level of interest or engagement of a prospect in your products or services. Scoring is based on the actions and activities of prospects, such as opening emails, clicking links, filling out forms, visiting landing pages, and creating or updating opportunities. When an opportunity is created or marked as lost, the prospect's score will

change accordingly. For example, if you have a scoring rule that adds 50 points to a prospect's score when an opportunity is created, and subtracts 25 points when an opportunity is lost, then creating or marking an opportunity as lost will affect the prospect's score by those amounts.

Answer B is incorrect because creating or marking an opportunity as lost will not result in no change of a prospect's score, as explained above. Reference: [Scoring, Opportunities](#)

### Question: 148

How can you delete a prospect?

- A. Through a completion action.
- B. Through an automation rule.
- C. You can't delete prospects.
- D. Through the prospect table actions.

**Answer: D**

Explanation:

You can delete a prospect through the prospect table actions. The prospect table is a list of all the prospects in your Marketing Cloud Account Engagement account, which you can access by navigating to Prospects > Prospect List. From there, you can select one or more prospects and click on the Tools button to see the available actions. One of the actions is Delete, which will permanently remove the selected prospects from your Marketing Cloud Account Engagement account. You can also delete a single prospect by clicking on their name and then clicking on the Delete button on their record. Answer A is incorrect because you cannot delete a prospect through a completion action. A completion action is a task that is performed after a prospect

successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not deleting them. Answer B is incorrect because you cannot delete a prospect through an automation rule. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use automation rules to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not deleting them. Answer C is incorrect because you can delete prospects, as explained above. Reference: [Prospect List](#), [Delete Prospects], [Completion Actions], [Automation Rules]

### Question: 149

How can an action be applied to a prospect who views a specific page of a website?

- A. Through completion actions
- B. Through automation rules
- C. Through scoring
- D. Through page actions
- E. None of the above

**Answer: D**

Explanation:

You can apply an action to a prospect who views a specific page of a website through a page action. A page action is a task that is performed when a prospect views a page that matches a certain URL or wildcard. You can use page actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags. You can also use page actions to track and report on the performance of specific pages on your website.

Answer A is incorrect because you cannot apply an action to a prospect who views a specific page of a website through a completion action. A completion action is a task that is performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect, not after they view a page. Answer B is incorrect because you cannot apply an action to a prospect who views a specific page of a website through an automation rule. An automation rule is a criteria-based action that is triggered when a prospect matches the rule, not when they view a page. Answer C is incorrect because you cannot apply an action to a prospect who views a specific page of a website through scoring. Scoring is a numerical value that indicates the level of interest or engagement of a prospect in your products or services, not a way to perform actions on prospects. Answer E is incorrect because none of the above is not a valid answer, as explained above. Reference: [Page Actions], [Completion Actions], [Automation Rules], [Scoring](#)

### Question: 150

None of the above

Email, First Name, and Last Name are required fields in order for GoToWebinar to register a new user to an event.

- A. True
- B. False

**Answer: B**

Explanation:

Email, First Name, and Last Name are not required fields in order for GoToWebinar to register a new user to an event. GoToWebinar is a web conferencing platform that allows you to host and join online meetings, webinars, and trainings. You can integrate Marketing Cloud Account Engagement with GoToWebinar using the GoToWebinar connector, which allows you to register prospects for GoToWebinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions. However, the only required field for GoToWebinar registration is Email. You can also include other fields, such as First Name, Last Name, Phone, or Company, but they are not mandatory. If you do not include these fields, Marketing Cloud Account Engagement will use the default values from the prospect's record or the connector settings.

Answer A is incorrect because Email, First Name, and Last Name are not required fields in order for GoToWebinar to register a new user to an event, as explained above. Reference: [GoToWebinar Connector], [Set Up the GoToWebinar Connector]

### **Question: 151**

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](#)

### **Question: 152**

What does a marketing user have access to in Marketing Cloud Account Engagement?

- A. Can see users and groups
- B. Creating new lists, forms, landing pages and send list emails.
- C. Prospect management
- D. Can only import prospects
- E. None of the above

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

Explanation:

A marketing user is a type of user role in Marketing Cloud Account Engagement that has access to various features and functions related to marketing operations. A marketing user can see users and groups, create new lists, forms, landing pages, and send list emails, manage prospects, and import prospects. A marketing user cannot access the administration settings, create or edit users, or sync with Salesforce.

Answer E is incorrect because none of the above is not a valid answer, as explained above.

Reference: [User Roles, Create and Edit Users](#)

### Question: 153

What activities are completion actions available for?

- A. Custom Redirects
- B. Emails
- C. Forms
- D. Automation rules
  
- E. Files
- F. Page actions

**Answer: A. B. C, E, F**

Explanation:

The correct answer is A, B, C, E, and F. 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 perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags. Completion actions are available for the following activities: custom redirects, emails, forms, files, and page actions. You cannot use completion actions for automation rules, as they are a different type of criteria-based action that is triggered when a prospect matches the rule.

Answer D is incorrect because completion actions are not available for automation rules, as explained above.

Reference: [Completion Actions](#), [Automation Rules]

### Question: 154

What are 3 webinar connectors Marketing Cloud Account Engagement offers?

- A. WebEx
- B. Adobe Connect
- C. ReadyTalk
- D. GoTo Webinar
- E. AnyMeeting

**Answer: B, C, D**

Explanation:

Marketing Cloud Account Engagement offers three webinar connectors: Adobe Connect, ReadyTalk, and GoToWebinar. These connectors allow you to integrate Marketing Cloud Account Engagement with these web conferencing platforms and register prospects for webinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions. You can also sync webinar data, such as registrations and

attendance, between Marketing Cloud Account Engagement and these platforms and use them for segmentation, automation, and reporting. Marketing Cloud Account Engagement does not offer webinar connectors for WebEx or AnyMeeting.

Answer A and E are incorrect because Marketing Cloud Account Engagement does not offer webinar connectors for WebEx or AnyMeeting, as explained above. Reference: [Webinar Connectors], [Set Up Webinar Connectors]

### Question: 155

When do prospects sync to your CRM?

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

**Answer: B**

Explanation:

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

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

### Question: 156

Your client wants to filter out their own IP address that is currently skewing their results. What do you recommend they use?

- A. An Automation Rule
- B. Add rules to the Marketing Cloud Account Engagement tracking code.
- C. Completion Actions with a filter
- D. Visitor Filters

**Answer: D**

Explanation:

You can use visitor filters to filter out your own IP address that is currently skewing your results. Visitor filters are rules that allow you to exclude certain IP addresses or ranges from your visitor data and reports. This can help you avoid counting your own visits or those of your employees, partners, or vendors as prospects and skewing your analytics. You can create visitor filters by entering the IP addresses or ranges that you want to exclude in the administration settings.

Answer A is incorrect because you cannot use an automation rule to filter out your own IP address. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use automation rules to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not filtering them out. Answer B is incorrect because you cannot add rules to the Marketing Cloud Account Engagement tracking code to filter out your own IP address. The Marketing Cloud Account Engagement tracking code is a snippet of JavaScript code that you can add to your website pages to track visitor and prospect activity. You can customize the tracking code to enable or disable certain features, such as first-party cookies, campaign tracking, or opt-in preferences, but not visitor filters. Answer C is incorrect because you cannot use completion actions with a filter to filter out your own IP address. A completion action is a task that is performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not filtering them out. Reference: [Visitor Filters], [Automation Rules], [Marketing Cloud Account Engagement Tracking Code], [Completion Actions](#)

### Question: 157

Completion actions only affect prospects not visitors?

- A. True
- B. False

**Answer: A**

Explanation:

Completion actions are actions that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. [Completion actions only affect prospects, not visitors, because visitors are anonymous and have not been identified by Marketing Cloud Account Engagement yet](#)

### Question: 158

How can you set a prospect's first touch campaign?

- A. Using automation rules.
- B. Using completion actions
- C. None of the above
- D. Using segmentation rules.

**Answer: B**

Explanation:

A prospect's first touch campaign is the campaign that is associated with the prospect when they are created in

Marketing Cloud Account Engagement. [This campaign can be set using completion actions, which are actions that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link1. Completion actions can be configured to change the prospect's campaign to the one that is associated with the form or custom link](#)

### Question: 159

A client wants to submit data to Marketing Cloud Account Engagement as well as their own database. What do you recommend they use?

- A. A third party tool
- B. This is not possible
- C. Marketing Cloud Account Engagement API
- D. Data.com connector
- E. Marketing Cloud Account Engagement form handlers

**Answer: E**

Explanation:

A form handler is a feature that allows you to use your own forms to post your data to Marketing Cloud Account Engagement. A form handler is similar to a form, but instead of displaying the form on your website, you point your form to Marketing Cloud Account Engagement. [This allows you to submit data to Marketing Cloud Account Engagement as well as your own database3. Form handlers are useful when you want to keep the look and feel of your existing forms, or when you want to capture data from multiple forms using one form handler](#)

### Question: 160

When prospects register via a Marketing Cloud Account Engagement form, they will still receive GoToWebinar's reminder and registration emails.

- A. True
- B. False

**Answer: A**

Explanation:

When prospects register via a Marketing Cloud Account Engagement form, they will still receive GoToWebinar's reminder and registration emails. This is because Marketing Cloud Account Engagement integrates with GoToWebinar and automatically registers prospects for the webinar when they fill out the form. Marketing Cloud Account Engagement also syncs the attendance and other webinar data with the prospect records. However, Marketing Cloud Account Engagement does not send the webinar emails, which are handled by GoToWebinar.

### Question: 161

LenoxSoft has had a Product Interest form live on their website for the past 3 months. They would like to make

sure that, moving forward, every time the form is submitted, a custom field is updated. They also want to update that custom field for anyone who has submitted the form before today.

What combination of automation tools should LenoxSoft use to achieve this?

Choose one answer

- A. Automation rule and completion action
- B. Segmentation rule and completion action
- C. Dynamic list and automation rule
- D. Completion action and dynamic list

**Answer: A**

Explanation:

The combination of automation tools that LenoxSoft should use to achieve their goal is an automation rule and a completion action. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. [A completion action is an action that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link1. LenoxSoft can use an automation rule to update the custom field for anyone who has submitted the form before today, and a completion action to update the custom field for anyone who submits the form moving forward.](#)

## Question: 162

LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Marketing Cloud Account Engagement marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer

- A. Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- B. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- C. Create a segmentation list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects.
- D. Create a dynamic list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects

**Answer: B**

Explanation:

The best way to design an engagement program focused on providing exclusive offers and content to re-engage prospects is to create a dynamic list and add it as the recipient list to an engagement program. A dynamic list is a list that automatically populates with prospects who match the criteria you set. An engagement program is a program that allows you to send automated emails to prospects based on their behavior and preferences. LenoxSoft can create a dynamic list that matches prospects who have not been active on their website for more than 180 days, and add it as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

### **Question: 163**

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process?

Choose one answer

- A. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- B. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.
- C. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
- D. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

**Answer: C**

Explanation:

The sequence of steps that the Marketing Cloud Account Engagement Administrator should take to automate this process is to enable Visitor Filters for a specific IP range and enable Send daily visitor activity emails. Visitor Filters allow you to filter out the internal traffic from your website analytics, such as your own employees or vendors. By filtering out a specific IP range, you can ensure that only external visitors are tracked by Marketing Cloud Account Engagement. Send daily visitor activity emails allow you to receive a daily email with a list of all the visitors who have visited your website in the past 24 hours, along with their company name, location, and pages viewed. [By enabling this feature, you can share the list of external visitors with the regional sales managers automatically](#)

### **Question: 164**

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

**Answer: A, C, D**

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: 165**

What is the fastest way for an Administrator to create a one-time list 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.

**Answer: D**

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: 166**

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.

**Answer: D**

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](#)

**Question: 167**

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

**Answer: B**

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: 168**

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

**Answer: B**

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: 169**

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

**Answer: C**

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: 170**

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

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

**Answer: C**

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: 171**

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.

**Answer: A, C, E**

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: 172

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%%

**Answer: A, C, E**

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: 173

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

**Answer: B**

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: 174

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.

**Answer: B, C, D**

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 record1.](#)

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 forms2.](#)

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: 175

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

**Answer: D**

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: 176**

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

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

**Answer: A**

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: 177**

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

**Answer: C, D**

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: 178**

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

**Answer: A, B**

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: 179**

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.

**Answer: A, D**

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: 180

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.

**Answer: C**

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.

### Question: 181

How many CRM How many CRM connectors can a Marketing Cloud Account Engagement instance have verified at one time?

- A. 1
- B. 2
- C. 5
- D. Unlimited

**Answer: A**

Explanation:

A Marketing Cloud Account Engagement instance can have only one CRM connector verified at one time. A CRM connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your CRM system, such as Salesforce or Microsoft Dynamics. A CRM connector enables bi-directional data sync between Marketing Cloud Account Engagement and your CRM, and allows you to align your marketing and sales processes. You can only have one CRM connector verified at one time, because Marketing Cloud Account Engagement can only sync with one CRM system at a time. [If you want to switch to a different CRM system, you need to disconnect your current CRM connector and verify a new one](#)

### Question: 182

What triggers a prospect record to sync from Marketing Cloud Account Engagement to the CRM? Choose 2 answers

- A. Landing page submission

- B. Mapping new custom fields
- C. Form submission
- D. Opening an email

**Answer: A, C**

Explanation:

The two activities that trigger a prospect record to sync from Marketing Cloud Account Engagement to the CRM are landing page submission and form submission. A prospect record is a record that contains the information and activities of a potential customer in Marketing Cloud Account Engagement. A sync is a process that updates the data between Marketing Cloud Account Engagement and your CRM system, such as Salesforce or Microsoft Dynamics. A sync can be initiated from Marketing Cloud Account Engagement to the CRM, or from the CRM to Marketing Cloud Account Engagement, depending on the activity or the data change. A landing page submission is an activity that occurs when a prospect fills out a form on a landing page, which 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. A form submission is an activity that occurs when a prospect fills out a form, which is a web element that allows you to collect information from your prospects, such as their name, email, or company. [Both landing page submission and form submission trigger a prospect record to sync from Marketing Cloud Account Engagement to the CRM, because they create or update the prospect data in Marketing Cloud Account Engagement, and Marketing Cloud Account Engagement pushes the data to the CRM](#)

### **Question: 183**

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn't be able to get added back to it.

What is a recommended way to create this type of list?

- A. Use a completion action on the form to automatically add anyone who completes it to the list.
- B. Use a dynamic list that matches prospects as they complete the form.
- C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.
- D. Use table actions to add prospects who have completed the form to the list.

**Answer: C**

Explanation:

The recommended way to create this type of list is to use an automation rule where prospects who complete the form will match the rule once and be added to the list. 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](#). Therefore, an automation rule is ideal for creating a list of prospects who complete the Contact Us form but only want them to be added the first time they complete the form. [If a prospect is ever](#)

[removed from the list, they will not be able to get added back to it, because they will not match the automation rule again.](#)

### Question: 184

What is a difference between a dynamic list and a static list?

- A. You cannot manually update list membership of a static list but you can manually update list membership of a dynamic list
- B. You cannot manually update list membership of a dynamic list but you can manually update list membership of a static list
- C. You can add an action to a dynamic list that will trigger when a prospect is added but you cannot add an action to trigger on a static list when a prospect is added
- D. Dynamic lists are retroactive while a static list cannot be retroactive

**Answer: B**

Explanation:

The difference between a dynamic list and a static list is that you cannot manually update list membership of a dynamic list but you can manually update list membership of a static list. A list is a collection of prospects that you can use to segment your audience, send emails, or perform other actions. A dynamic list is a list that automatically populates with prospects who match the criteria you set. A static list is a list that you manually populate with prospects or import from a file. 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 static list is not updated automatically, so you can add or remove prospects from the list as you wish. You cannot manually update list membership of a dynamic list, because the list is controlled by the criteria. [You can manually update list membership of a static list, because the list is controlled by you](#)

### Question: 185

What is a good way in Salesforce to verify that a record is syncing to a prospect in Marketing Cloud

Account Engagement?

- A. The Marketing Cloud Account Engagement sync checkbox is checked
- B. The first and last name fields are not empty
- C. The Marketing Cloud Account Engagement URL field is not empty
- D. The lead/contact URL in Salesforce contains "Marketing Cloud Account Engagement"

**Answer: C**

Explanation:

: A good way in Salesforce to verify that a record is syncing to a prospect in Marketing Cloud Account Engagement is to check that the Marketing Cloud Account Engagement URL field is not empty. The Marketing Cloud Account Engagement URL field is a custom field that is added to the lead or contact object in Salesforce when you connect your Marketing Cloud Account Engagement account with your Salesforce CRM. The Marketing Cloud Account Engagement URL field contains the link to the prospect record in Marketing Cloud Account Engagement that corresponds to the lead or contact record in Salesforce. The Marketing Cloud Account Engagement URL field is populated when a prospect record is synced from Marketing Cloud Account

Engagement to Salesforce, or when a lead or contact record is synced from Salesforce to Marketing Cloud Account Engagement. Therefore, if the Marketing Cloud Account Engagement URL field is not empty, it means that the record is syncing to a prospect in Marketing Cloud Account Engagement.

### **Question: 186**

What does Marketing Cloud Account Engagement use to track HTML email opens?

- A. A tracking link is used as soon as a prospect clicks to open the email.
- B. A tracking pixel loads on HTML emails when images are downloaded.
- C. Opens are only tracked if a link is clicked; otherwise they are NOT tracked.
- D. A tracking pixel loads on text emails when images are downloaded.

**Answer: B**

Explanation:

Marketing Cloud Account Engagement uses a tracking pixel to track HTML email opens. A tracking pixel is a small image that is embedded in an HTML email, and it loads when the recipient opens the email and downloads the images. Marketing Cloud Account Engagement uses the tracking pixel to record the email open activity and associate it with the prospect record. Marketing Cloud Account Engagement does not use a tracking link to track HTML email opens, because a tracking link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the recipient to the original URL. Marketing Cloud Account Engagement does not track email opens only if a link is clicked, because email opens and link clicks are different activities that are tracked separately. Marketing Cloud Account Engagement does not use a tracking pixel to track text email opens, because text emails do not support images or HTML.

### **Question: 187**

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

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

**Answer: D**

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 bidirectional 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](#)

### Question: 188

Which three activities can increase or decrease a score in the baseline scoring system? (Choose three answers.)

- A. Landing page error
- B. Unsubscribed from email
- C. Assigned to a user
- D. Webinar attended
- E. Form submission

**Answer: B, D, E**

Explanation:

The three activities that can increase or decrease a score in the baseline scoring system are unsubscribed from email, webinar attended, and form submission. A score is a numerical value that indicates the level of interest or engagement of a prospect in your products or services. You can use scoring rules to assign positive or negative points to prospects based on their activities, 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. The baseline scoring system is the default set of scoring rules that Marketing Cloud Account Engagement provides, and you can customize it to suit your needs. The baseline scoring system assigns points to the following activities: Unsubscribed from email: -100 points. This indicates that the prospect is not interested in receiving your emails, and reduces their score significantly.

Webinar attended: +50 points. This indicates that the prospect is interested in learning more about your products or services, and increases their score considerably.

Form submission: +50 points. This indicates that the prospect is willing to share their information

with you, and increases their score considerably.

Other activities that can affect the score in the baseline scoring system are:

Landing page error: -10 points. This indicates that the prospect encountered a problem with your landing page, and reduces their score slightly.

Assigned to a user: +15 points. This indicates that the prospect is ready to be contacted by a salesperson, and increases their score moderately.

Email open: +1 point. This indicates that the prospect opened your email, and increases their score slightly.

Email click: +3 points. This indicates that the prospect clicked on a link in your email, and increases their score slightly.

Email hard bounce: -10 points. This indicates that your email could not be delivered to the prospect, and reduces their score slightly.

Email soft bounce: -5 points. [This indicates that your email was temporarily rejected by the prospect's email server, and reduces their score slightly.](#)

### Question: 189

What is the process to add a prospect who visits a pricing page to a list?

- A. Create a page action
- B. Create a segmentation rule
- C. Use a Tag
- D. Create an automation rule

**Answer: A**

Explanation:

The process to add a prospect who visits a pricing page to a list is to create a page action. A page action is a feature that allows you to track and act on the behavior of prospects who visit specific pages on your website, such as your pricing page, product page, or thank you page. You can use page actions to perform actions on the prospects who visit the page, such as adding them to a list, assigning them to a user, or changing their field values. [You can also use page actions to customize the content or layout of the page based on the prospect's attributes or behaviors](#)<sup>3</sup>. To create a page action, you need to specify the URL of the page that you want to track, and the actions that you want to execute when a prospect visits the page. [For example, you can create a page action that matches the URL of your pricing page, and adds the prospect to a list of pricing page visitors.](#)

### Question: 190

Which two events allow for a prospect's Marketing Cloud Account Engagement campaign to be set? (Choose two answers.)

- A. When new prospects are imported into Marketing Cloud Account Engagement via a .csv file.
- B. When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which will associate prospects with third-party campaigns.
- C. When prospects are added to a static list.
- D. When a profile is associated with the prospects.

**Answer: A, B**

Explanation:

The two events that allow for a prospect's Marketing Cloud Account Engagement campaign to be set are: When new prospects are imported into Marketing Cloud Account Engagement via a .csv file. A Marketing Cloud Account Engagement campaign is a marketing initiative that you use to track the first touch point with your prospects, such as a trade show, a webinar, or a Google Ad. You can assign a Marketing Cloud Account Engagement campaign to your prospects when you import them into Marketing Cloud Account Engagement via a .csv file, which is a file that contains the prospect data in a comma-separated format. [You can use the Marketing Cloud Account Engagement campaign field in the .csv file to specify the campaign that you want to associate with the prospects, or you can use the default campaign that you select when you upload the file](#)<sup>4</sup>. When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which will associate prospects with third-party campaigns. The Google Analytics connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your Google Analytics account, and sync the campaign data between them. You can use the Google Analytics connector to append UTM parameters to your Marketing Cloud Account Engagement tracked links, and associate prospects with third-party campaigns, such as Google Ads, Facebook Ads, or Twitter Ads. 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. [When a prospect clicks on a Marketing Cloud Account Engagement tracked link that contains UTM parameters, Marketing Cloud Account Engagement will set the prospect's Marketing Cloud Account Engagement campaign to the value of the utm\\_campaign parameter, if it exists.](#)

### Question: 191

What must you do in Salesforce to map a Marketing Cloud Account Engagement prospect custom field to a Salesforce field? Choose 2 answers

- A. Adjust the lead settings in Salesforce.
- B. Add a new lead record type in Salesforce.
- C. Add a new custom contact field in Salesforce.
- D. Add a new custom lead field in Salesforce.

**Answer: C, D**

Explanation:

The two steps that you must do in Salesforce to map a Marketing Cloud Account Engagement prospect custom field to a Salesforce field are:

Add a new custom contact field in Salesforce. A custom contact field is a field that you can create and add to the contact object in Salesforce, which stores the information and activities of an individual person who is associated with an account. You can use custom contact fields to store data that is specific to your business needs, such as industry, product interest, or satisfaction score. You can map a Marketing Cloud Account Engagement prospect custom field to a Salesforce custom contact field, so that the data is synced between Marketing Cloud Account Engagement and Salesforce. To add a

new custom contact field in Salesforce, you need to go to Setup > Object Manager > Contact > Fields & Relationships > New, and follow the steps to create the field.

Add a new custom lead field in Salesforce. A custom lead field is a field that you can create and add to the lead object in Salesforce, which stores the information and activities of a potential customer who is not yet qualified. You can use custom lead fields to store data that is specific to your business needs, such as lead source, lead score, or lead status. You can map a Marketing Cloud Account Engagement prospect custom field to a Salesforce custom lead field, so that the data is synced between Marketing Cloud Account Engagement and Salesforce. To add a new custom lead field in Salesforce, you need to go to Setup > Object Manager > Lead > Fields & Relationships > New, and follow the steps to create the field.

### **Question: 192**

An Administrator wants to have a thank you email sent after the form on the "Request a Demo" landing page is submitted.

Where can this be configured to ensure that every time the landing page is completed, the email is sent?

- A. Configure an autoresponder email to send as a completion action when the "Request a Demo" landing page has been submitted.
- B. Configure an automation rule to send the email when "Request a Demo" form has been successfully completed.
- C. Configure a segmentation rule to send the email when "Request a Demo" landing page has been successfully completed.
- D. Configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted.

**Answer: D**

Explanation:

The best way to configure a thank you email to be sent after the form on the "Request a Demo" landing page is submitted is to configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted. An autoresponder email is an email that is automatically sent to a prospect after

they complete a desired activity, such as submitting a form or clicking a custom link. You can use autoresponder emails to thank your prospects, confirm their actions, or provide them with additional information or content. A completion action is an action that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. You can use completion actions to perform actions on the prospects who complete the activity, such as adding them to a list, assigning them to a user, or changing their field values. To configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted, you need to go to Marketing > Forms > Forms > Request a Demo > Completion Actions > Add New Action > Send Autoresponder Email, and select the email that you want to send.

### Question: 193

Which Marketing Cloud Account Engagement function should be used to track prospect engagement on a banner ad on a third-party site?

- A. Page action
- B. Custom redirect
- C. Campaign tracking code
- D. Landing page

**Answer: B**

Explanation:

The Marketing Cloud Account Engagement function that should be used to track prospect engagement on a banner ad on a third-party site is custom redirect. A custom redirect is a feature that allows you to track and measure the click-through rate of any online marketing content, such as banner ads, social media posts, or email links. You can use custom redirects to create trackable URLs for your banner ads, and monitor how many prospects click on them. [You can also use custom redirects to perform actions on the prospects who click on them, such as adding them to a list, assigning them to a user, or changing their field values](#)

### Question: 194

Viewing your pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited your pricing page. What automation tool would best achieve this?

- A. Create a special campaign to track pricing pageviews
- B. Create a Page Action set to Tag prospects as having viewed it and add them to a list
- C. Create a Form with a Completion Action to send a pricing sheet
- D. Create a Dynamic List based on page view to segment automatically

**Answer: B**

Explanation:

The automation tool that would best achieve this is to create a page action set to tag prospects as having viewed it and add them to a list. A page action is a feature that allows you to track and act on the behavior of prospects who visit specific pages on your website, such as your pricing page, product page, or thank you page. You can use page actions to perform actions on the prospects who visit the page, such as adding them to a list,

assigning them to a user, or changing their field values. [You can also use page actions to customize the content or layout of the page based on the prospect's attributes or behaviors2.](#) To create a page action, you need to specify the URL of the page that you want to track, and the actions that you want to execute when a prospect visits the page. [For example, you can create a page action that matches the URL of your pricing page, and tags the prospect as having viewed it and adds them to a list of pricing page visitors.](#)

### **Question: 195**

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score
- B. Account, Email, Profile, Score
- C. Campaign, Email, Full Name, Profile
- D. Campaign, Email, Profile, Score

**Answer: D**

Explanation:

The screenshot shows a 'Create Prospect' form with the following fields:

- First Name: Text input field with a small icon on the right.
- Last Name: Text input field.
- Email\*: Text input field.
- Company: Text input field.
- Account: Text input field with the value 'No account'.
- Website: Text input field.
- Campaign\*: Dropdown menu.
- Profile\*: Dropdown menu.
- Assign To: Dropdown menu.
- Notes: Text area with a scroll bar.
- Score\*: Text input field with the value '0'.

The information that is required when creating a prospect manually is campaign, email, profile, and score. A prospect is a potential customer who has expressed some interest in your products or services, and whose information you have captured in Marketing Cloud Account Engagement. You can create a prospect manually in Marketing Cloud Account Engagement by entering their information in a form, or by importing them from a file. When creating a prospect manually, you need to provide the following information:

**Campaign:** The marketing initiative that you use to track the first touch point with the prospect, such as a trade show, a webinar, or a Google Ad. You can select a campaign from the drop-down menu, or use the default campaign that you set in your account settings.

**Email:** The email address of the prospect, which is used as the unique identifier for the prospect record. You need to enter a valid email address for the prospect, or the prospect will not be created.

**Profile:**

The category that you use to segment your prospects based on their characteristics, such as industry, role, or product interest. You can select a profile from the drop-down menu, or use the default profile that you set in your account settings.

Score: The numerical value that indicates the level of interest or engagement of the prospect in your products or services. You can enter a score for the prospect, or use the default score of 0 that is assigned to new prospects.

Other information that you can provide when creating a prospect manually are:

First Name: The first name of the prospect, which can be used for personalization or segmentation. Last Name: The last name of the prospect, which can be used for personalization or segmentation. Company: The name of the company that the prospect works for, which can be used for reporting or segmentation.

Website: The URL of the website that the prospect visits or owns, which can be used for tracking or segmentation.

Assign To: The user that you want to assign the prospect to, who will be responsible for following up with the prospect. You can select a user from the drop-down menu, or use the default user that you set in your account settings.

### Question: 196

There are a number of unassigned prospects in the Lenoxsoft database that have NOT been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100.

What automatic workflow can be created to prevent them from getting assigned?

- A. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

**Answer: A**

Explanation:

The automatic workflow that can be created to prevent the unassigned prospects from getting assigned is to create an automation rule based on the prospects' time to adjust their score to 0 if they haven't been active in 60 days. 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 prospect1](#). Therefore, an automation rule is ideal for creating a workflow that resets the score of the unassigned prospects who have been inactive for 60 days, and prevents them from getting assigned by another automation rule that assigns prospects based on their score. To create an automation rule, you need to specify the criteria and the actions that you

want to execute. [For example, you can create an automation rule that matches prospects who have not been assigned to a user, have not had any activity in the last 60 days, and have a score greater than 0, and then use](#)

[the action Adjust Score to set their score to 0.](#)

### Question: 197

What would make the Salesforce connector become unverified?

- A. The Salesforce account has reached the limit of the number of lead or contact records that could be created
- B. The Marketing Cloud Account Engagement account has reached the limit of the number of prospect records that could be created
- C. The connector user's Marketing Cloud Account Engagement password was changed
- D. The connector user's Salesforce password was changed

**Answer: D**

Explanation:

The event that would make the Salesforce connector become unverified is the connector user's Salesforce password was changed. A Salesforce connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your Salesforce CRM system, and enable bidirectional data sync and alignment between sales and marketing. To verify the Salesforce connector, you need to have a connector user, which is a Salesforce user that Marketing Cloud Account Engagement uses to access your Salesforce data and perform actions on your behalf. [The connector user needs to have the appropriate permissions and settings in Salesforce, such as the API Enabled and Modify All Data permissions, and the security token2.](#) If the connector user's Salesforce password was changed, the security token would also change, and Marketing Cloud Account Engagement would not be able to authenticate with Salesforce. This would cause the Salesforce connector to become unverified, and the data sync between Marketing Cloud Account Engagement and Salesforce would stop. [To fix this, you need to update the connector user's password and security token in Marketing Cloud Account Engagement, and re-verify the Salesforce connector](#)

### Question: 198

Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

- A. Submitting a form on a landing page.
- B. Matching an automation rule.
- C. Viewing more than one web page.
- D. Clicking on a tracked link in an email.

**Answer: A, D**

Explanation:

The two actions that can cause an anonymous visitor to convert into an identified prospect are submitting a form on a landing page and clicking on a tracked link in an email. An anonymous visitor

is a person who visits your website or interacts with your marketing assets, but whose information you have not captured in Marketing Cloud Account Engagement. An identified prospect is a person whose information you have captured in Marketing Cloud Account Engagement, and whose activities you can track and measure.

You can convert an anonymous visitor into an identified prospect by capturing their email address, which is used as the unique identifier for the prospect record. You can capture the email address of an anonymous visitor by:

Submitting a form on a landing page. A form is a web element that allows you to collect information from your visitors, 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 an anonymous visitor submits a form on a landing page, Marketing Cloud Account Engagement will create a new prospect record with the information provided by the visitor, and associate the previous activities of the visitor with the prospect record4.](#)

Clicking on a tracked link in an email. A tracked link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the visitor to the original URL. You can use tracked links in your emails, social media posts, or banner ads to measure the engagement of your visitors with your online marketing content. When an anonymous visitor clicks on a tracked link in an email, Marketing Cloud Account Engagement will append the email address of the visitor to the URL, and use it to create a new prospect record or update an existing one. Marketing Cloud Account Engagement will also associate the previous activities of the visitor with the prospect record.

### Question: 199

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- A. Send using the form's completion actions.
- B. Send using a segmentation rule.
- C. Send using an engagement program.
- D. Use a dynamic list to use as a recipient list on an email send.

**Answer: A**

Explanation:

The best way to have a thank you email sent after the form on the "Contact Us" page is submitted is to send it using the form's completion actions. A completion action is an action that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. You can use completion actions to perform actions on the prospects who complete the activity, such as adding them to a list, assigning them to a user, or changing their field values. You can also use completion actions to send autoresponder emails, which are emails that are automatically sent to a prospect after they complete an activity. Autoresponder emails can be used to thank your prospects, confirm their actions, or provide them with additional information or content. To send a thank you email using the form's completion actions, you need to go to Marketing > Forms > Forms > Contact Us > Completion Actions > Add New Action > Send Autoresponder Email, and select the email that you want to send.

### Question: 200

The drip program "New Client Onboarding" is set to "Only send emails during business hours (10am - 4pm M-F)." The drip logic is outlined below: Start Step 1: Send email "Welcome." Step 2: Pause 3 days. Step 3: Send email "Getting Started." Step 4: Pause 7 days. Step 5: Send email "Tech Setup." Step 6: Pause 7 days. Step 7: Send email "Complete Configuration." End If a prospect starts the drip program on Wednesday, when will the email

in Step 3: Send email "Getting Started" be received by the prospect?

- A. The prospect will receive the email Monday.
- B. The prospect will receive the email Friday.
- C. The prospect will receive the email Tuesday.
- D. The prospect will receive the email Saturday.

**Answer: A**

Explanation:

The email in Step 3: Send email "Getting Started" will be received by the prospect on Monday, if the prospect starts the drip program on Wednesday. A drip program is a program that allows you to send a series of emails to your prospects based on a predefined schedule and logic. You can use drip programs to nurture your prospects, educate them about your products or services, or encourage them to take action. You can also use drip programs to send emails only during business hours, which are the hours that you specify for sending emails to your prospects, such as 10am - 4pm M-F. To calculate when the email in Step 3 will be received by the prospect, you need to follow the drip logic and the business hours settings. The drip logic is outlined below:

**Start**

Step 1: Send email "Welcome."

Step 2: Pause 3 days.

Step 3: Send email "Getting Started."

Step 4: Pause 7 days.

Step 5: Send email "Tech Setup."

Step 6: Pause 7 days.

Step 7: Send email "Complete Configuration." **End**

The business hours settings are:

Only send emails during business hours (10am - 4pm M-F)

Assuming that the prospect starts the drip program on Wednesday at 10am, the email in Step 3 will be received by the prospect on Monday at 10am, following this logic:

Wednesday 10am: The prospect starts the drip program and receives the email in Step 1.

Thursday 10am: The prospect is still in Step 2, which pauses for 3 days.

Friday 10am: The prospect is still in Step 2, which pauses for 3 days.

Saturday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a **business day**, the pause does not count.

Sunday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a **business day**, the pause does not count.

Monday 10am: The prospect completes Step 2, which pauses for 3 days, and moves to Step 3, which sends the email "Getting Started."

Therefore, the email in Step 3 will be received by the prospect on Monday at 10am.

**Question: 201**

A prospect believed to be on a drip program did not receive an email. What troubleshooting step could an Administrator take to determine why the prospect did not receive the email?

Choose 3 answers

- A. Check the Profile tab to make sure the prospect has the right drip program profile.
- B. Check the Audits tab to see if the prospect was on the correct lists when the email was sent.
- C. Check the Lifecycle tab to confirm whether the prospect entered the drip program before the email was

sent.

- D. Check the Overview tab to determine whether the prospect is unmailable.
- E. Check the Lists tab to determine whether the prospect is on the recipient list or any suppression lists.

**Answer: B, D, E**

Explanation:

To troubleshoot why a prospect did not receive an email from a drip program, an Administrator should check the following tabs in Marketing Cloud Account Engagement:

The Audits tab to see if the prospect was on the correct lists when the email was sent. This tab shows the list membership changes and email sends for the prospect.

The Overview tab to determine whether the prospect is unmailable. This tab shows the prospect's email status, which could be opt-out, hard bounce, or do not email.

The Lists tab to determine whether the prospect is on the recipient list or any suppression lists. This tab shows the lists that the prospect belongs to, including any lists that are used to exclude prospects from receiving emails. Reference: [Marketing Cloud Account Engagement Audits Tab](#), [Marketing Cloud Account Engagement Email Statuses](#), [Marketing Cloud Account Engagement Lists](#)

### Question: 202

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

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

**Answer: B**

Explanation:

To sign many people up on the same computer at a trade show booth, an Administrator should enable the Kiosk/Data Entry Mode on a Marketing Cloud Account Engagement form. This mode allows multiple form submissions from the same browser without using cookies. It also clears the form fields after each submission and reloads the thank you content. Reference: [Marketing Cloud Account Engagement Kiosk/Data Entry Mode](#)

### Question: 203

Which two Salesforce features allow a view of a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact?

Choose 2 answers

- A. Marketing Cloud Account Engagement landing pages related list section
- B. Engagement History component
- C. Marketing Cloud Account Engagement Activities Visualforce page
- D. Salesforce Activities section

**Answer: C, D**

Explanation:

To view a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact in Salesforce, an Administrator can use the following features:

The Marketing Cloud Account Engagement Activities Visualforce page, which shows a detailed history of the prospect's interactions with Marketing Cloud Account Engagement assets, including landing pages, forms, emails, and custom redirects.

The Salesforce Activities section, which shows the tasks and events that are logged for the contact, including Marketing Cloud Account Engagement landing page submissions. Reference: [Marketing Cloud Account Engagement Activities Visualforce Page], [Salesforce Activities]

### **Question: 204**

The marketing team thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them.

Which Marketing Cloud Account Engagement feature of email flow could be used to run these tests?

- A. Create a static list of approved users to use as the recipient list in the sending tab.
- B. Create a dynamic list of approved users to use as the recipient list in the sending tab.
- C. Create a test list of approved users to use in the testing tab of the email flow.
- D. Create a one-off email test send by entering an email address in the Send to Individual Emails section of the testing tab.

**Answer: C**

Explanation:

To test emails before sending them, the marketing team can use the test list feature in the testing tab of the email flow. This feature allows them to send test emails to a list of approved users who can view the links and variable tags as prospects will see them. The test list can be created in Marketing Cloud Account Engagement and added to the testing tab of the email flow. Reference: [Marketing Cloud Account Engagement Test List]

### **Question: 205**

LenoxSoft needs their form to post directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission.

Which Marketing Cloud Account Engagement tool should they use?

- A. Dynamic Content
- B. Form Handler
- C. Custom Redirect
- D. Marketing Cloud Account Engagement Form

**Answer: B**

Explanation:

To post a form directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission, LenoxSoft should use the form handler tool in Marketing Cloud Account Engagement. This tool allows them to use their own forms while still sending the data to Marketing Cloud Account Engagement. They can specify the third-party platform's URL as the post URL in the form handler settings and map the form fields to Marketing Cloud Account Engagement fields. Reference: [Marketing Cloud Account Engagement Form Handler]

### Question: 206

Which three activities would make a prospect active?

Choose 3 answers

- A. Sending an email to their assigned user
- B. Submitting a Marketing Cloud Account Engagement form
- C. Clicking on a custom redirect
- D. Opening a Marketing Cloud Account Engagement email
- E. visiting a Marketing Cloud Account Engagement-tracked page

**Answer: B, C, E**

Explanation:

The following activities would make a prospect active in Marketing Cloud Account Engagement: Submitting a Marketing Cloud Account Engagement form, which indicates the prospect's interest and consent to receive communications from the company.

Clicking on a custom redirect, which tracks the prospect's engagement with external links or downloadable content.

Visiting a Marketing Cloud Account Engagement-tracked page, which captures the prospect's browsing behavior and page views on the company's website. Reference: [Marketing Cloud Account Engagement Prospect Activities]

### Question: 207

A new Lead record is created in Salesforce without an email address and the Salesforce connector is set to "automatically create prospects in Marketing Cloud Account Engagement\*".

What action would occur in Marketing Cloud Account Engagement?

- A. No new visitor record will be created.
- B. A new prospect record will be created.
- C. A new account will be created.
- D. No new prospect will be created.

**Answer: D**

Explanation:

If a new Lead record is created in Salesforce without an email address and the Salesforce connector is set to "automatically create prospects in Marketing Cloud Account Engagement", no new prospect will be created in Marketing Cloud Account Engagement. This is because email address is a required field for creating a prospect in Marketing Cloud Account Engagement, and without it, the sync will fail. [The Lead record will remain in](#)

[Salesforce, but it will not have a corresponding prospect in Marketing Cloud Account Engagement1](#). Reference: [Marketing Cloud Account Engagement Sync Behavior](#)

### Question: 208

LenoxSoft wants the "State" field to appear in real-time whenever a prospect selects "United States" for the "Country" field when completing their Marketing Cloud Account Engagement form. Which form feature should be utilized?

- A. Progressive Profiling
- B. Email Validation
- C. Kiosk/Data Entry Mode
- D. Dependent fields

**Answer: A**

Explanation:

### Question: 209

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?"

E. for their product interest field.

Which field component should they modify?

- A. The prospect field
- B. The field data format
- C. The prospect field label
- D. The field type

**Answer: C**

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](#)

### Question: 210

When would a completion action on a custom redirect be triggered?

- A. Completion actions will apply to visitors on the first time a custom redirect is clicked.
- B. Completion actions for custom redirects will only apply to existing prospects.
- C. Completion actions for custom redirects will only apply to prospects once they have been assigned.
- D. Completion actions will apply to visitors who convert to prospects after clicking on a custom redirect.

**Answer: B**

Explanation:

A completion action on a custom redirect will be triggered when an existing prospect clicks on the custom redirect. A custom redirect is a trackable link that can be used to measure the engagement of prospects with external content, such as a website, a PDF, or a video. A completion action is an automated task that can be performed after a prospect takes a certain action, such as clicking on a custom redirect. [Completion actions for custom redirects will only apply to existing prospects, meaning prospects who have already been identified by Marketing Cloud Account Engagement through a form, a landing page, or an email<sup>4</sup>](#). Reference: [Marketing Cloud Account Engagement Custom Redirects](#)

### Question: 211

LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in. Which field type should they leverage?

- A. Multi-Select
- B. Checkbox
- C. Dropdown
- D. TextArea

**Answer: C**

Explanation:

If LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in, they should leverage the dropdown field type. A dropdown field is a single-select field that allows the prospect to choose one option from a predefined list. A dropdown field can be used to capture information such as product interest, industry, or country. [A dropdown field can also be used as a controlling field for dependent fields<sup>5</sup>](#).

Reference: [Marketing Cloud Account Engagement Form Field Types](#)

### Question: 212

A Marketing Cloud Account Engagement form is placed onto a Marketing Cloud Account Engagement landing page to register prospects for an upcoming tradeshow. A Marketing Cloud Account Engagement administrator wants to know how many unique submissions they have so far.

Which report should they check to see the number of unique submissions for the form on the landing page?

- A. Form handler report
- B. Event report
- C. Form report
- D. Landing page report

**Answer: D**

Explanation:

If a Marketing Cloud Account Engagement administrator wants to know how many unique submissions they have for a form on a landing page, they should check the landing page report. The landing page report shows the performance metrics of a landing page, such as views, submissions, conversion rate, and cost per submission. The landing page report also shows the number of unique submissions, which is the number of prospects who submitted the form for the first time. [The landing page report can be accessed from the landing page table or from the landing page details page6](#). Reference: [Marketing Cloud Account Engagement Landing Page Reports](#)

### Question: 213

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. Send the two versions to two different lists, and then compare the results to determine a winner based on clicks or opens.
- D. 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.

**Answer: D**

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](#)

### Question: 214

An administrator wants to create a dynamic list of all prospects who have accessed a certain file have a specific value, but there are more prospects than anticipated in the preview.

What could be happening?

- A. Field value is not mapped.
- B. This is not possible with dynamic lists.
- C. Match Type is set to "Match Any."

D. Match type is set to "Match All."

**Answer: B**

Explanation:

It is not possible to create a dynamic list of all prospects who have accessed a certain file in Marketing Cloud Account Engagement. Dynamic lists are based on criteria that match prospect fields, not prospect activities. Therefore, you cannot use a dynamic list to segment prospects based on whether they have downloaded a file, watched a video, or visited a page. Option A is not correct because field value mapping has nothing to do with dynamic lists or file access. Option C is not correct because match type is irrelevant for this question, as there is no valid criterion for file access. Option D is not correct for the same reason as option C. Reference: [Marketing Cloud Account Engagement Dynamic Lists for Faster Segmentation \(+ 10 Examples\)](#), [Create a Dynamic List - Salesforce](#)

### Question: 215

A marketer performs the following actions:

- Creates a list and adds three prospects
- Deletes one of the three prospects to the Recycle Bin
- Deletes the list

What would happen as a result of these actions?

- A. The list is archived to the Recycle Bin and the deleted prospect is restored.
- B. The list is not deleted because it contains active prospects.
- C. The list and the two remaining prospects are archived to the Recycle Bin.
- D. The list is archived to the Recycle Bin, but the two remaining prospects are not deleted.

**Answer: D**

Explanation:

When a marketer deletes a list and a prospect from Marketing Cloud Account Engagement, the list is archived to the Recycle Bin, but the two remaining prospects are not deleted. The list can be restored from the Recycle Bin within 30 days, but the deleted prospect cannot be restored unless it is manually re-imported or re-created. The two remaining prospects are still active in Marketing Cloud Account Engagement and can be found in the All Prospects list or other lists they belong to. Option A is not correct because deleting a list does not restore a deleted prospect. Option B is not correct because a list can be deleted even if it contains active prospects. Option C is not correct because deleting a list does not delete the prospects in the list. Reference: [Marketing Cloud Account Engagement Recycle Bin 101 – Salesforce Dani](#), [Go Green with Marketing Cloud Account Engagement's Recycle Bin · Nebula Consulting](#)

### Question: 216

LenoxSofts marketing manager wants to keep email branding consistent. They want Marketing Cloud Account Engagement users to be able to select this email content when building out engagement studio programs, one-to-one emails, and autoresponders.

How could this goal be achieved?

- A. Create and publish an email template
- B. Create an email template draft

- C. Create an operational email
- D. Create a list email draft

**Answer: A**

Explanation:

The best way to achieve the goal of keeping email branding consistent and allowing Marketing Cloud Account Engagement users to select the email content when building out engagement studio programs, one-to-one emails, and autoresponders is to create and publish an email template. An email template is a reusable email layout that can be used for different types of emails in Marketing Cloud Account Engagement. An email template can contain text, HTML, images, variable tags, and dynamic content. An email template can be customized to match the branding and design of the company's website and other marketing materials. [An email template can be published to make it available for use in Marketing Cloud Account Engagement1](#). Option B is not correct because an email template draft is a template that has not been published yet and cannot be used for emails until it is published. Option C is not correct because an operational email is a type of email that is sent to prospects regardless of their opt-in status and is used for important or transactional messages, such as invoices, receipts, or password resets. An operational email is not a reusable email layout and does not affect the branding consistency. Option D is not correct because a list email draft is an email that has not been sent yet and can be used only once. [A list email draft is not a reusable email layout and does not affect the branding consistency.](#)

### Question: 217

In which two ways does a Marketing Cloud Account Engagement prospect sync with a Salesforce

Lead or Contact record?

Choose 2 answers

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

**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 Engagement5](#). 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 views5](#). 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](#)<sup>5</sup>. 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](#)

### Question: 218

A user creates a copy of Email Template A, makes changes and saves as Email Template B. They send a list email using Email Template B. The user finds that Email Template A's reporting metrics are not changing as a result of the new list email send.

Why would this occur?

- A. An email template's metrics do not change after the template is used one time.
- B. Email Template A should have been deleted after creating the copy.
- C. The metrics would be attributed to Email Template B.
- D. The user should have made Email Template A the primary template.

**Answer: C**

Explanation:

The reason why the reporting metrics of Email Template A are not changing as a result of the new list email send is that the metrics would be attributed to Email Template B. When a user creates a copy of an email template, makes changes and saves it as a new email template, the new email template becomes a separate entity from the original email template. The new email template has its own name, ID, and reporting metrics. The reporting metrics of an email template include the number of sends, total opens, unique opens, total clicks, unique clicks, opt-outs, and spam complaints. These metrics are calculated based on the emails that use the email template. [Therefore, when the user sends a list email using Email Template B, the reporting metrics of Email Template B are updated, but the reporting metrics of Email Template A are not affected](#)<sup>1</sup>. Option A is not correct because an email template's metrics do change after the template is used one time. [An email template's metrics are updated every time an email that uses the template is sent, opened, clicked, opted out, or marked as spam](#)<sup>1</sup>. Option B is not correct because Email Template A should not have been deleted after creating the copy. Deleting an email template does not affect the reporting metrics of the template or the emails that use the template. [Deleting an email template only prevents the template from being used for new emails](#)<sup>1</sup>. Option D is not correct because the user should not have made Email Template A the primary template. There is no concept of a primary template in Marketing Cloud Account Engagement. Each email template is independent and can be used for different types of emails. [Making Email Template A the primary template would not change the reporting metrics of the template or the emails that use the template](#)

### Question: 219

A user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program.

Which prospects will process through the new step once the program is started again?

- A. All prospects on the recipient list
- B. All prospects in the program
- C. All prospects new to the program
- D. All prospects on the suppression list

**Answer: C**

Explanation:

The prospects that will process through the new step once the program is started again are all prospects new to the program. When a user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program, the new step will apply only to the prospects who enter the program after the program is resumed. The prospects who are already in the program will not go back to the new step, but will continue from their current position in the program. This is because a non-repeating engagement studio program allows prospects to go through the program only once and does not allow them to repeat any steps or actions. [Therefore, the new step will not affect the prospects who have already processed through the program](#). Option A is not correct because not all prospects on the recipient list will process through the new step once the program is started again. The recipient list is the list of prospects who

are eligible to enter the program. However, some of the prospects on the recipient list might have already entered and completed the program before the new step was added. [Those prospects will not process through the new step, as they have already exited the program](#). Option B is not correct because not all prospects in the program will process through the new step once the program is started again. The prospects in the program are the prospects who have entered the program and are either active or paused in the program. However, some of the prospects in the program might have already passed the position where the new step was added. [Those prospects will not process through the new step, as they have already moved forward in the program](#). Option D is not correct because none of the prospects on the suppression list will process through the new step once the program is started again. The suppression list is the list of prospects who are excluded from entering the program. The suppression list can be used to prevent prospects who are already customers, competitors, or partners from receiving marketing emails. [The prospects on the suppression list will never enter or process through the program, regardless of the new step](#)

## Question: 220

How could a visitor convert to a prospect?

- A. Download an eBook
- B. Open a Marketing Cloud Account Engagement email
- C. Submit a Marketing Cloud Account Engagement form
- D. Watch a video hosted in Wistia

**Answer: C**

Explanation:

The way that a visitor can convert to a prospect is by submitting a Marketing Cloud Account Engagement form. A visitor is an anonymous person who visits a website that has Marketing Cloud Account Engagement tracking code installed. A visitor can be identified by their IP address, location, browser, device, and pages viewed. A visitor can also be tracked by Marketing Cloud Account Engagement cookies if they have visited the website before. A visitor can convert to a prospect when they provide their email address to Marketing Cloud Account

Engagement through a form, a form handler, a landing page, or a custom redirect. A prospect is a known person who has a record in Marketing Cloud Account Engagement and can be associated with a lead or a contact in Salesforce. A prospect can be tracked by their email address, activities, score, grade, and other fields. [A prospect can also be segmented, nurtured, and qualified by Marketing Cloud Account Engagement](#)<sup>5</sup>. Option A is not correct because downloading an eBook does not necessarily convert

### Question: 221

What does Marketing Cloud Account Engagement set on visitors' browsers to track their activities?

- A. UTM Parameters
- B. Tracking Pixels
- C. Cookies
- D. Google Analytics Tracking Code

**Answer: C**

Explanation:

Marketing Cloud Account Engagement sets cookies on visitors' browsers to track their activities. Cookies are small bits of text that a website leaves with the browser so the website can remember who the visitor is. Cookies are the most common method used to identify users online and provide a personalized browsing experience. Marketing Cloud Account Engagement uses cookies to track visitor behavior on the website, such as pages visited, forms submitted, or files downloaded.

Marketing Cloud Account Engagement also uses cookies to associate visitors with prospects once they fill out a form or click on a tracked link in an email. Option A is not correct because UTM parameters are not set by Marketing Cloud Account Engagement, but by the marketer who creates the URL with query strings that indicate the source, medium, campaign, and other information of the traffic. Option B is not correct because tracking pixels are not set by Marketing Cloud Account Engagement, but by the email client that renders the email with a hidden image that sends a request to Marketing Cloud Account Engagement's server and records the open event. Option D is not correct because Google Analytics tracking code is not set by Marketing Cloud Account Engagement, but by the website owner who embeds the code on the website to collect and analyze web traffic data. Reference: [The Ultimate Marketing Cloud Account Engagement Admin Guide to Web Tracking Cookies - The Spot](#), [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](#)

### Question: 222

A marketing user wants to send out an email to a list of prospects on behalf of their assigned sales users. Any prospect replies should be directed to bdr@lenoxsoft.com so their team of business development reps can field questions and schedule follow up demos.

How should this be accomplished?

- A. Select Specific User for the Sender
- B. Select General User for the Sender
- C. Select Assigned User for the Custom Reply-To Address
- D. Select General Address for the Custom Reply-To Address

## Answer: D

Explanation:

The best way to accomplish this scenario is to select General Address for the Custom Reply-To Address when sending the list email. This option allows the marketer to specify any email address as the reply-to address, regardless of the sender or the prospect owner. In this case, the marketer can enter bdr@lenoxsoft.com as the reply-to address, so that any prospect replies will be directed to the business development reps. Option A is not correct because selecting Specific User for the Sender will not allow the marketer to send the email on behalf of the assigned sales users, but only from a specific Marketing Cloud Account Engagement user. Option B is not correct because selecting General User for the Sender will not allow the marketer to send the email on behalf of the assigned sales users, but only from a general address that is not associated with any Marketing Cloud Account Engagement user. Option C is not correct because selecting Assigned User for the Custom Reply-To Address will not allow the marketer to direct the prospect replies to bdr@lenoxsoft.com, but only to

the user who owns the prospect record. Reference: [Email Sender Options: Leverage CRM User Lookup in MCAE \(Marketing Cloud Account Engagement\)](#), [How to Send an Email in Marketing Cloud Account Engagement: A Recipe | The DRIP - Salesforce Ben](#), [Sender and Reply-To Options - Salesforce](#)

## Question: 223

A prospect with a Marketing Cloud Account Engagement score over 100 can view and opt out of a list on the Marketing Cloud Account Engagement Email Preference Center. The following month, the prospect's score falls below 100, so they are removed from the list and can no longer view that list on the Email Preference Center.

Which two characteristics must be true of that list?

Choose 2 answers

- A. It is a Static List
- B. It is a Dynamic List
- C. It is a CRM Visible List
- D. It is a Public List

## Answer: A, C

Explanation:

The two characteristics that must be true of the list that the prospect can view and opt out of on the Marketing Cloud Account Engagement Email Preference Center are that it is a Static List and that it is a CRM Visible List. A Static List is a list that is manually populated by the marketer or the prospect. A prospect can opt out of a Static List by clicking on the unsubscribe link in an email or by visiting the Email Preference Center and deselecting the list. A CRM Visible List is a list that is synced with a Salesforce campaign and can be viewed and reported on in Salesforce. A prospect can be removed from a CRM Visible List if they no longer meet the criteria of the Salesforce campaign, such as having a certain score or status. Option B is not correct because a Dynamic List is a list that is automatically populated by Marketing Cloud Account Engagement based on criteria that match prospect fields. A prospect cannot opt out of a Dynamic List, but they can be removed from the list if they no longer meet the criteria. Option D is not correct because a Public List is a list that is visible on the Email Preference Center and can be opted in or out by the prospect. A Public List can be either a Static List or a Dynamic List, but it is not a characteristic that affects the prospect's removal from the list.

Reference: [Marketing Cloud Account Engagement Email Preference Center Best Practices - Salesforce Ben](#),

### Question: 224

Which two actions occur when an automation rule is deleted?  
Choose 2 answers

- A. Prospects will no longer be able to match the rule.
- B. The rule will be sent to the recycle bin in paused mode.
- C. Actions that have applied to prospects are undone.
- D. Any prospects who matched the rule will be deleted.

**Answer: A, B**

Explanation:

When an automation rule is deleted, it means that the rule is no longer active and will not run on any prospects. Therefore, prospects will no longer be able to match the rule (A). The rule will also be sent to the recycle bin in paused mode, where it can be restored or permanently deleted (B). However, deleting an automation rule does not undo the actions that have already been applied to the prospects who matched the rule before ©. Nor does it delete any prospects who matched the rule (D). Reference: [Using Account Engagement Automation Rules vs. Salesforce Flows](#)

### Question: 225

Which two considerations must be made when creating a repeating automation rule? Choose 2 answers

- A. Setting how many prospects are allowed to match the repeating automation rule
- B. Setting a date for when prospects can no longer match the repeating automation rule
- C. Setting how many days must pass before a prospect can match the repeating automation rule
- D. Setting the number of times a prospect can match the repeating automation rule

**Answer: C, D**

Explanation:

A repeating automation rule is a type of automation rule that allows prospects to match the rule more than once, as long as they meet the criteria again. When creating a repeating automation rule, two considerations must be made: setting how many days must pass before a prospect can match the repeating automation rule again ©, and setting the number of times a prospect can match the repeating automation rule in total (D). These settings help prevent prospects from being overmarketed or receiving duplicate actions. Setting how many prospects are allowed to match the repeating automation rule (A) or setting a date for when prospects can no longer match the repeating automation rule (B) are not available options for repeating automation rules.

Reference: [Using Account Engagement Automation Rules vs. Salesforce Flows](#)

### Question: 226

A marketer has 4,000 total prospects in their account:

- 3,000 of which are opted in
  - 500 of which are opted out
  - 500 of which are in the Recycle Bin
- What would be their Mailable Database usage?

- A. 3,000
- B. 2,500
- C. 4,000
- D. 3,500

**Answer: A**

Explanation:

Mailable Database usage is the number of prospects in an account that are opted in and can receive emails. It does not include prospects that are opted out, in the recycle bin, or have a hard bounce or do not email status. Therefore, the Mailable Database usage for the marketer with 4,000 total prospects, 3,000 of which are opted in, 500 of which are opted out, and 500 of which are in the recycle bin, is 3,000 (A). The other options (B, C, D) are incorrect because they either include prospects that are not mailable or exclude prospects that are mailable. Reference: [Marketing Cloud Account Engagement - Salesforce.com](https://www.salesforce.com/help/article/topics/marketing-cloud-account-engagement/)

### Question: 227

In an engagement studio program, business hours are enabled for Monday-Friday from 10am-4pm. A prospect enters a Send Ema step at 4:30pm on Friday. When would the program send the email to the prospect?

- A. The email will send immediately.
- B. The email will not send.
- C. The email will send on Saturday at 10am.
- D. The email will send on Monday at 10am.

**Answer: D**

Explanation:

If business hours are enabled for an engagement studio program, any email steps will be executed only during the specified hours. If a prospect enters an email step outside of the business hours, the email will be queued until the next business hour. [Therefore, if a prospect enters a Send Email step at 4:30pm on Friday, and the business hours are Monday-Friday from 10am-4pm, the email will be sent on Monday at 10am](#)

### Question: 228

What form handler setting allows prospects to receive multiple autoresponders from form hour period?

- A. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- B. Disable Visitor Activity Throttling and send autoresponder emails after every submission
- C. Attribute all prospect activities to prospect record after every submission
- D. Execute form handler in real time after every submission

**Answer: B**

Explanation:

A form handler setting that allows prospects to receive multiple autoresponders from form submissions within a 24-hour period is Disable Visitor Activity Throttling and send autoresponder emails after every submission. [This setting overrides the default behavior of Marketing Cloud](#)

[Account Engagement, which is to throttle visitor activity and send only one autoresponder email per prospect per form per day<sup>2</sup>. This setting can be useful for forms that are used for multiple purposes, such as event registration, content download, or contact request](#)

### Question: 229

Where on a prospect record should an administrator look to help determine the reason a prospect is unmailable?

- A. Lifecycle and Profile
- B. Activities and Audits
- C. Activities and Lifecycle
- D. Profile and Audits

**Answer: A**

Explanation:

The best place to look on a prospect record to help determine the reason a prospect is unmailable is the Lifecycle and Profile section. [This section shows the mailability status of the prospect, which can be one of the following: Mailable, Mailable - Transactional Emails Only, Undeliverable, Unmailable, or Unsubscribed<sup>4</sup>. The mailability status is determined by various factors, such as the prospect's email opt-out preference, the do not email flag, the hard bounce or soft bounce detection, and the prospect's location in the recycle bin<sup>5</sup>. The Lifecycle and Profile section also shows the email address, the email preference center, and the email opt-out date of the prospect, which can provide more information about the prospect's mailability](#)

### Question: 230

What would a hard bounce refer to on an email sending report?

- A. An email that is recognized, but returned to the sender because the recipient's mailbox is full.
- B. An email that is recognized, but returned to the sender because the mail server is temporarily unavailable
- C. An email that was sent to a prospect marked as opted out because they visited the unsubscribe page.
- D. An email that permanently bounced back to the sender because the address is invalid.

**Answer: D**

Explanation:

A hard bounce refers to an email that permanently bounced back to the sender because the address is invalid. [A hard bounce occurs when the prospect's email address is incorrect, the domain name does not exist, or the sender is suspected as spam and/or has been blocked<sup>7</sup>. Marketing Cloud Account Engagement marks prospects with hard bounces as undeliverable and prevents any further email sends to them<sup>8</sup>. A hard bounce is different from a soft bounce, which is a temporary delivery failure due to reasons such as a full mailbox, a server outage, or a message size limit<sup>9</sup>. Marketing Cloud Account Engagement retries sending emails to prospects with soft bounces until they are](#)

[delivered or until they reach five soft bounces, after which they are marked as undeliverable](#)

### Question: 231

A non-repeating automation rule has matched 100 prospects. A user pauses the automation rule, edits the rules criteria, and resumes the rule.

What would happen to the 100 prospects who previously matched the rule?

- A. The prospects will not unmatch the rule and no new actions will be applied.
- B. The actions will reapply to prospects who match the new rule criteria.
- C. The rule will unapply actions to prospects who no longer match the criteria.
- D. The prospects will be marked as unmatching the updated rule.

**Answer: D**

Explanation:

If a non-repeating automation rule has matched 100 prospects, and a user pauses the automation rule, edits the rules criteria, and resumes the rule, the 100 prospects who previously matched the rule will be marked as unmatching the updated rule. [This means that they will not receive any new actions from the rule, and any actions that were already applied to them will not be undone<sup>11</sup>. However, if the rule is set to repeat, the prospects who previously matched the rule can match the rule again if they meet the new criteria](#)

### Question: 232

Which two list types could be used as a recipient list on a list email send? Choose 2 answers

- A. Archived list
- B. Static list
- C. Test list
- D. Dynamic list

**Answer: B, D**

Explanation:

The two list types that could be used as a recipient list on a list email send are static list and dynamic list. A static list is a list of prospects that can be manually added or removed, or updated by automation tools. [A static list does not change unless the user or the automation tool modifies it<sup>13</sup>](#). A dynamic list is a list of prospects that automatically updates based on the criteria that the user defines. [A dynamic list adds or removes prospects who match or do not match the criteria in real time<sup>14</sup>](#). [Both static and dynamic lists can be used to segment prospects and send targeted email campaigns to them<sup>15</sup>](#). [The other list types, such as archived list, test list, public list, and CRM visible list, are not suitable for sending list emails, as they have different purposes and limitations](#)

### Question: 233

A user wants to increase a prospect's score an additional five points every time a specific form is

completed. The score increase should occur upon form submission.

What automation tool should be used to accomplish this?

- A. Engagement studio
- B. Completion action
- C. Custom redirect
- D. Segmentation rule

**Answer: B**

Explanation:

The automation tool that should be used to increase a prospect's score an additional five points every time a specific form is completed is completion action. [A completion action is an automated task that is triggered by a certain element in Marketing Cloud Account Engagement, such as a form, a form handler, a custom redirect, a page action, or a file download<sup>17</sup>. A completion action can perform various actions, such as adjusting score, adding to list, assigning to user, sending autoresponder email, and so on<sup>18</sup>. A completion action can be added to a form in the fourth step of the form builder tool, and it can be customized to execute only on prospects who meet specific criteria<sup>19</sup>. A completion action is not retroactive and will only apply to prospects who complete the chosen action moving forward](#)

### Question: 234

An engagement studio action step is scheduled to send an email on March 20th. What should happen to the prospects who reach this step after that scheduled day?

- A. A prospect arriving after the send date will remain on the step until a new send date is set
- B. A prospect arriving after the send date will skip the Send Email step.
- C. A Prospect arriving after the send date will be removed from the program.
- D. A Prospect arriving after the send date will be sent the email.

**Answer: D**

Explanation:

When an engagement studio action step is scheduled to send an email on a specific date, it means that the email will be sent to all prospects who reach that step on or after that date. Therefore, a prospect arriving after the send date will be sent the email (D). The prospect will not remain on the step until a new send date is set (A), skip the Send Email step (B), or be removed from the program ©. Reference: [Work with Time and Pauses in Engagement Studio](#)

### Question: 235

A Marketing Cloud Account Engagement administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field.

Which form field option should be enabled?

- A. Maintain the initial value upon subsequent form submissions

- B. Always display even if previously completed
- C. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- D. Include "Not you?" link to allow visitors to reset the form

**Answer: A**

Explanation:

In Pardot (Salesforce Marketing Cloud Account Engagement), when setting up form fields, there is an option specifically designed to maintain the initial value of a field that a prospect enters, even if they submit different values in the same field on subsequent forms. This is critical for maintaining consistent data when the first submitted value is of primary importance, such as capturing the original source of a lead. This setting ensures that the field value doesn't update with each new submission, thus preserving the original data.

### **Question: 236**

LenoxSoft has a Marketing Cloud Account Engagement form titled "Request a Demo" on their external website.

Which Marketing Cloud Account Engagement report should they use to see how many views their form has received?

- A. Conversions Report
- B. Landing Page report
- C. Form Handler Report
- D. Form Report

**Answer: D**

Explanation:

If LenoxSoft has a Marketing Cloud Account Engagement form titled "Request a Demo" on their external website, they should use the Form Report to see how many views their form has received (D). The Form Report shows the number of views, submissions, and conversions for each form created in Marketing Cloud Account Engagement. The Conversions Report (A) shows the number of prospects who converted from anonymous visitors to identified prospects. The Landing Page Report (B) shows the number of views, submissions, and conversions for each landing page created in Marketing Cloud Account Engagement. The Form Handler Report © shows the number of submissions and conversions for each form handler created in Marketing Cloud Account Engagement. Reference: [Account Engagement Campaign Reporting](#)

### **Question: 237**

A marketing manager wants to view list email engagement metrics in Engagement History in Salesforce. Which metric is not supported?

- A. Total Replies
- B. Total Delivered
- C. Unique Opens
- D. Opt Out Rate

## Answer: A

Explanation:

If a marketing manager wants to view list email engagement metrics in Engagement History in Salesforce, they will not be able to see the Total Replies metric (A). This metric is not supported by Engagement History, which only shows the following metrics for list emails: Total Delivered, Unique Opens, Unique Clicks, Hard Bounces, Soft Bounces, Opt Outs, and Spam Complaints. The other metrics (B, C, D) are supported by Engagement History and can be viewed in Salesforce.

Reference: [Salesforce Engagement History: A Complete Overview](#)

### Question: 238

An engagement studio program is enabled to repeat. The prospects are eligible to repeat after one day and can repeat three times.

If a prospect remains on the program recipient list, what would happen to that prospect once they hit the End step after processing through the program once?

- A. The prospect will start the program over at the beginning after waiting one day.
- B. The prospect will not restart the program; prospects can only process through once.
- C. The prospect will start the program over at the beginning immediately.
- D. The prospect will not restart the program; they have reached the maximum number of repeats.

## Answer: A

Explanation:

If an engagement studio program is enabled to repeat, the prospects are eligible to repeat after one day and can repeat three times, and a prospect remains on the program recipient list, then the prospect will start the program over at the beginning after waiting one day (A). This is how repeating engagement programs work in Account Engagement. The prospect will not be prevented from restarting the program (B, D) unless they have reached the maximum number of repeats, which is three in this case. The prospect will also not restart the program immediately ©, but after the specified number of days, which is one in this case. Reference:

[Repeating Engagement Studio Flows Introduction](#)

### Question: 239

An engagement studio program is created with an Email Send action step immediately followed by an Email Open trigger step with a 3 day wait. A prospect is sent the email and progresses to the Email Open trigger. On day 2, the prospect opens the email.

How would the prospect progress through the trigger step?

- A. The prospect will immediately progress down the "Yes" path since the email was opened.
- B. The prospect will progress down the 'Yes' path after waiting 1 more day since the email was opened.
- C. The prospect will progress down the 'No' path after waiting 1 day since the email open did not occur on day 3.
- D. The prospect will immediately progress down the No' path since the email open did not occur on day 3.

**Answer: A**

Explanation:

When an engagement studio program is created with an Email Send action step immediately followed by an Email Open trigger step with a 3 day wait, it means that the program will wait for up to 3 days for the prospect to open the email. If the prospect opens the email within the 3 day period, they will immediately progress down the "Yes" path (A). The prospect will not wait for any additional time after opening the email (B), nor will they progress down the "No" path (C, D).

Reference: [Engagement Studio Overview](#)

### Question: 240

A user creates and resumes a new automation rule.

Which two statements are true about that rule?

Choose 2 answers

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

**Answer: B, C**

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](#)

### Question: 241

What causes a sync from Salesforce to Marketing Cloud Account Engagement?

- A. Updating a formula field in Salesforce
- B. Updating a field on a Contact record that does not have an email address
- C. Opening a one to one email
- D. Making field changes to a Lead or Contact record

**Answer: D**

Explanation:

The main cause of a sync from Salesforce to Account Engagement is making field changes to a Lead or Contact record (D). This will trigger a sync of the updated fields to the corresponding prospect record in Account Engagement. Updating a formula field in Salesforce (A) will not cause a sync, as formula fields are not supported by Account Engagement. Updating a field on a Contact record that does not have an email address

(B) will not cause a sync, as email address is a required field for syncing. Opening a one to one email © will not cause a sync, as it is not a field change event. Reference: [What Causes a Prospect to Sync from Salesforce to Account Engagement?](#)

### Question: 242

A LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form's Thank You Content" when new Marketing Cloud Account Engagement landing page.

What would be the expected behavior when a prospect submits a form designed to show Thank you Content?

- A. The prospect will continue to see the form upon submission
- B. The discrepancy between the two assets will cause an error
- C. The prospect will be redirected to another webpage
- D. The form's Thank You Content will still display

**Answer: C**

Explanation:

If a LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form's Thank You Content" when creating a new Account Engagement landing page, the expected behavior when a prospect submits a form designed to show Thank you Content is that the prospect will be redirected to another webpage ©. This option overrides the form's Thank you Content and sends the prospect to the specified URL instead. The prospect will not continue to see the form upon submission (A), nor will the discrepancy between the two assets cause an error (B). The form's Thank you Content will not display (D), as it is replaced by the redirect option. Reference: [Redirect Account Engagement Forms to a Success Page](#)

### Question: 243

If five prospects have completed a repeating engagement studio program twice, what number would display on the reporting tab tooltip for the initial program step "Create Salesforce Task"?

- A. 2
- B. 10
- C. 5
- D. 0

**Answer: B**

Explanation:

If five prospects have completed a repeating engagement studio program twice, the number that would display on the reporting tab tooltip for the initial program step "Create Salesforce Task" is 10 (B). This is because the reporting tab shows the total number of times the step was executed, not the number of unique prospects who completed it. Since each prospect completed the program twice, the step was executed 10 times in total. The other options (A, C, D) are incorrect, as they do not reflect the total number of times the step was executed. Reference: [Repeating Engagement Studio Flows Introduction](#)

### Question: 244

Which scenario would convert an anonymous visitor into an identified prospect?

- A. Creating a Lead in Salesforce which syncs to Marketing Cloud Account Engagement as a new prospect record
- B. Scanning the badge of someone who visited a booth at a recent event
- C. Submitting a Web2Lead form that is linked to Marketing Cloud Account Engagement via a form handler
- D. Opening email sent by a sales rep using the Send Marketing Cloud Account Engagement Email functionality in Salesforce

**Answer: C**

Explanation:

The scenario that would convert an anonymous visitor into an identified prospect is submitting a Web2Lead form that is linked to Account Engagement via a form handler ©. This is because a form handler captures the visitor's information and passes it to Account Engagement, where a new prospect record is created. Creating a Lead in Salesforce which syncs to Account Engagement as a new prospect record (A) will not convert an anonymous visitor, as it does not involve any interaction with the visitor. Scanning the badge of someone who visited a booth at a recent event (B) will not convert an anonymous visitor, as it does not involve any online activity that can be tracked by Account Engagement. Opening an email sent by a sales rep using the Send Account Engagement Email functionality in Salesforce (D) will not convert an anonymous visitor, as it requires the visitor to already have a prospect record in Account Engagement. Reference: [Anonymous Visitors](#)

### Question: 245

A Marketing Cloud Account Engagement user sends out a list email and notices that as a result of the email send, many prospects are now marked as 'Do Not Email'. What metrics in the list email report could help the Marketing Cloud Account Engagement user understand how these prospects may have become unmailable?

- A. Total Sent and Suppression Rate
- B. Click-Through Rate and Soft Bounces
- C. Tracker Domain Verification and Open Rate
- D. Total Opt Outs and Hard Bounces

**Answer: D**

Explanation:

The metrics in the list email report that could help the Account Engagement user understand how these prospects may have become unmailable are Total Opt Outs and Hard Bounces (D). These metrics show the number and percentage of prospects who either opted out of receiving future emails or had their emails bounced back due to a permanent error, such as an invalid email address. These prospects are marked as Do Not Email and cannot be emailed again unless they opt back in. The other metrics (A, B, C) are not directly related to the prospects' mailable status, but rather to the email delivery, performance, and tracking.

Reference: [List Email Report Metrics](#)

## Question: 246

A marketing manager sent an email template last week to their "Hot Prospects" list, which is populated dynamically based on the prospects' scores. They want to send the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again.

How should they accomplish this?

- A. Create a new dynamic list using the criteria "Prospect email template", the template name, and "was not received" and then use it as the recipient list when sending the email template.
- B. Send the email template to the "Hot Prospects" list, but select the "deduplicate" option to remove recipients that already received the email last week.
- C. Create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the "Hot Prospects" list.
- D. Send the email template to the "Hot Prospects" list like last time; the prospects that received it before will be automatically suppressed from receiving the same email template.

**Answer: C**

Explanation:

The best way to accomplish the goal of sending the same email template again this week to the same list, but make sure that the prospects that received it last week do not get it again, is to create a new list of the prospects that received the email last week and then use it as a suppression list when sending the email template to the "Hot Prospects" list. This way, the prospects who already received the email will be excluded from the recipient list, and only the new prospects who match the dynamic criteria will receive the email. Creating a new dynamic list using the criteria "Prospect email template", the template name, and "was not received" (A) is not a valid option, as there is no such criteria available for dynamic lists. Sending the email template to the "Hot Prospects" list, but selecting the "deduplicate" option (B) is not a valid option, as the deduplicate option only removes duplicate prospects within the same list, not across different lists. Sending the email template to the "Hot Prospects" list like last time (D) is not a valid option, as the prospects that received it before will not be automatically suppressed from receiving the same email template, unless the email template has the option "Do not send to prospects who have already received this email" enabled.

Reference: [Create a Dynamic List](#), [Send a List Email](#)

## Question: 247

An administrator includes a link to a file on a web page that the company does not own on the company website.

How should they track the number of visitors who access this file?

- A. Page actions
- B. Marketing Cloud Account Engagement form
- C. Custom redirects
- D. Marketing Cloud Account Engagement tracking code

**Answer: C**

Explanation:

The best way to track the number of visitors who access a file on a web page that the company does not own

on the company website is to use custom redirects ☹. Custom redirects are used to track links such as banner ad clicks, links to third-party sites, links on social media, and access to files hosted outside of Account Engagement. Link clicks appear as activity on a prospect’s record. Page actions (A) are not a valid option, as they are used to track and automate actions based on a prospect’s page views, not link clicks. Account Engagement form (B) is not a valid option, as it is used to capture and update prospect information, not track link clicks. Account Engagement tracking code (D) is not a valid option, as it is used to track and cookie visitors on the company website, not on a third-party site. Reference: [Custom Redirects](#)

### Question: 248

LenoxSoft enabled the "Always Display Form After Submission" setting on their Marketing Cloud Account Engagement form.

What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

- A. The prospect would receive an error message.
- B. The form would be displayed on the page once again.
- C. The prospect would be redirected to a thank-you page.
- D. The thank-you content would continue to be shown.

**Answer: B**

Explanation:

The expected behavior if a prospect refreshes the page after initially submitting the form with the “Always Display Form After Submission” setting enabled is that the form would be displayed on the page once again (B). This setting allows the form to be submitted multiple times by the same prospect, which is useful for fields that are set to always be displayed, such as reporting issues or comments. The prospect would not receive an error message (A), be redirected to a thank-you page ☹, or see the thank-you content (D), as these options are not compatible with the “Always Display Form After Submission” setting. Reference: [Account Engagement Form Troubleshooting and FAQ](#)

### Question: 249

What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

- A. The Opportunity must have the "Marketing Cloud Account Engagement" record type.
- B. The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.
- C. The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement
- D. The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.

**Answer: C**

Explanation:

For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. This means that the Contact Role must be associated with a Contact record that has a Marketing Cloud Account Engagement prospect record. [The Opportunity record type, source, or creator are not relevant for the sync1](#)

### Question: 250

LenoxSoft wants to understand how many different prospects registered for their most recent webinar. Which Marketing Cloud Account Engagement form report metric should be reviewed?

- A. Total Submissions
- B. Conversions
- C. Total clicks
- D. Unique Submissions

**Answer: D**

Explanation:

To understand how many different prospects registered for their most recent webinar, LenoxSoft should review the Unique Submissions metric on the Marketing Cloud Account Engagement form report. This metric shows how many distinct prospects filled out the form, regardless of how many times they submitted it. Total Submissions shows the total number of form submissions, including duplicates. Conversions shows the percentage of form views that resulted in submissions. [Total clicks shows the number of times the form was clicked, regardless of whether it was submitted or not](#)

### Question: 251

A mailable prospect is on the recipient list for a list email send. When viewing the prospect's activities, the marketing manager realizes the email was not sent to the prospect.

Where should they start to see why the email was not sent to the prospect?

- A. Refer to the Marketing Cloud Account Engagement recycle bin to see if the prospect was deleted.
- B. Check that the Marketing Cloud Account Engagement prospect has a value for the default field

email address'.

- C. Refer to the list email send report to see if a suppression list was used.
- D. Determine if the prospect has a valid "Assigned User" to send the email from.

**Answer: C**

Explanation:

To see why the email was not sent to the prospect, the marketing manager should refer to the list email send report to see if a suppression list was used. A suppression list is a list of prospects who should not receive a specific email, even if they are on the recipient list. If the prospect was on a suppression list, they would not receive the email. [The other options are not likely to explain why the email was not sent, as the prospect was already on the recipient list and was mailable](#)

### Question: 252

An administrator wants to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out. If a prospect later opts back in, they should be added back to the list.

How should the list be created?

- A. Use an automation rule to automatically add or remove prospects to the list if they submit the form, but aren't opted out.
- B. Use a dynamic list to automatically add or remove prospects based on the form completion and their opt out status.
- C. Use a completion action on the form to automatically add anyone who completes it to the list.
- D. Use table actions to add prospects to the list if they've filled out the form, but haven't opted out from communications.

**Answer: B**

Explanation:

The best way to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out, is to use a dynamic list. A dynamic list is a list that automatically adds or removes prospects based on criteria that you define. In this case, the criteria would be based on the form completion and the opt out status of the prospect. A dynamic list would also add prospects back to the list if they opt back in. [The other options are not as efficient or effective as a dynamic list, as they would require manual intervention or additional automation steps](#)

### Question: 253

Which three triggers could be used to define a prospects path in an engagement studio program? Choose 3 answers

- A. List membership
- B. Email open
- C. Custom redirect click
  
- D. File download
- E. Prospect grade

**Answer: A, B, C**

Explanation:

In Engagement Studio programs within Pardot, the paths that prospects take can be defined by various triggers based on their actions or statuses. The following are valid triggers:

List membership: This trigger checks if the prospect belongs to a specific list, allowing for tailored engagements based on list segmentation.

Email open: This monitors whether a prospect has opened an email, serving as a behavioral trigger for further actions.

Custom redirect click: This trigger checks if the prospect has clicked on a custom redirect link, which is often used to track engagement with specific content or calls to action. These triggers help in dynamically steering prospects through different paths based on their interactions with marketing materials.

### Question: 254

What must be created in order to send an autoresponder?

- A. Test email
- B. One-to-one email
- C. Email template
- D. List email

**Answer: C**

Explanation:

In order to send an autoresponder email, you need to create an email template in Marketing Cloud Account Engagement and select the option “Autoresponder emails” under “Available For”. An email template is a preformatted email that you can use to create and send emails quickly and easily. [An autoresponder email is an email that is triggered automatically whenever a prospect engages with your marketing assets, such as filling out a form or downloading a file](#)

### Question: 255

LenoxSoft wants to create a Marketing Cloud Account Engagement landing page that matches the exact look and feel of their website. Which method would produce the closest results?

- A. Use a stock layout provided in Marketing Cloud Account Engagement
- B. Use above form and below form content to create the layout
- C. Embed the campaign tracking code on their website
- D. Import layout using a URL from their website

**Answer: D**

Explanation:

The best method to create a Marketing Cloud Account Engagement landing page that matches the exact look and feel of your website is to import a layout using a URL from your website. This method allows you to use an existing web page as a template for your landing page, and Marketing Cloud Account Engagement will automatically copy the HTML code, CSS styles, and images from the URL. [You can then edit the layout as needed and add Marketing Cloud Account Engagement elements, such as forms or dynamic content](#)

### Question: 256

Which two considerations should be kept in mind when using completion actions for list emails? Choose 2 answers

- A. Completion actions based on email link clicks only execute once per prospect.
- B. Completion actions based on link clicks do not trigger on unsubscribe links or email preference page clicks.
- C. Completion actions based on email opens will retroactively apply if added after the email send.
- D. Completion actions based on image file downloads only execute once per day.

**Answer: A, C**

Explanation:

When using completion actions for list emails, you should keep in mind that completion actions based on email link clicks only execute once per prospect, and completion actions based on email opens will retroactively apply

if added after the email send. These are important considerations because they affect how your completion actions will work and what results you will see. For example, if you want to add a prospect to a list based on a link click, you should know that the completion action will only fire the first time the prospect clicks the link, not every time. [Similarly, if you want to change a prospect's score based on an email open, you should know that the completion action will apply to all prospects who opened the email, even if they opened it before you added the completion action](#)

### Question: 257

A Marketing Cloud Account Engagement administrator wants to ensure that only a prospects company email address with the format of "name@companyname.com" is captured on their form. Which data format is recommended for the email field?

- A. Text
- B. Email with valid server
- C. Emails not from ISPs and free email providers
- D. Email

**Answer: C**

Explanation:

The recommended data format for the email field to ensure that only a prospect's company email address with the format of "name@companyname.com" is captured on their form is "Emails not from ISPs and free email providers". This option will validate that the email address entered by the prospect is not from a common internet service provider (ISP) or a free email provider, such as Gmail, Yahoo, or Hotmail. [This option will help you filter out personal or invalid email addresses and capture more accurate and qualified leads](#)

### Question: 258

LenoxSoft uses a custom account field in Salesforce and wants to use it for segmentation in Marketing Cloud Account Engagement.

What should an administrator do to be able to use the custom field in Marketing Cloud Account Engagement?

- A. Edit an existing default account field in Marketing Cloud Account Engagement and map it to the account field in Salesforce.
- B. Make no changes. Only default account fields can sync to Marketing Cloud Account Engagement.
- C. Create a custom account field in Marketing Cloud Account Engagement and map it to the account field in Salesforce.
- D. Map the account field in Salesforce to a contact field that is already syncing with Marketing Cloud Account Engagement.

**Answer: C**

Explanation:

The correct way to use a custom account field in Salesforce for segmentation in Marketing Cloud Account Engagement is to create a custom account field in Marketing Cloud Account Engagement and map it to the

account field in Salesforce. This will allow you to sync the data between the two systems and use the custom field as a segmentation criterion in Marketing Cloud Account Engagement. You can create a custom account field in Marketing Cloud Account Engagement by going to Settings > Object and Field Configuration > Prospect Account Fields > Add Custom Field. [Then, you can map it to the corresponding account field in Salesforce by selecting it from the drop-down menu](#)

### Question: 259

A user wants to use page actions to notify a specific user when a prospect visits an entire section of their website. This section contains three URLs:

- <https://www.tenoxsoft.com/products/A>
- <https://www.tenoxsoft.com-i/products/B>
- <https://www.lenoxsoft.com/pfodocts/C>

What is the recommended way for the user to accomplish this?

- A. Create one page action with comma-separated URLs.
- B. Set the page action URL as <https://www.lenoxsoft.com/products/B>
- C. Create three separate page actions, one for each URL.
- D. Set the page as a priority page in Marketing Cloud Account Engagement.

**Answer: B**

Explanation:

The recommended way for the user to accomplish this is to set the page action URL as <https://www.lenoxsoft.com/products/B>. This will create a wildcard page action that will match any URL that starts with <https://www.lenoxsoft.com/products/B>, including the three URLs mentioned. A wildcard page action allows you to apply the same completion action to multiple pages that share a common prefix. [This way, the user can notify a specific user when a prospect visits any page under the products/B section of their website](#)

### Question: 260

New prospects match a dynamic lists rule criteria

- a. This dynamic list is used as a recipient list on an engagement studio program.

What will happen to the new prospects if the program is currently running and the prospects have **not** run through the engagement studio program before?

- A. The prospects are added to the program, but do NOT start processing until the program is paused and restarted.
- B. The prospects remain on the list, but are NOT added to the program until the next day.
- C. The prospects are added to the program, but wait for a user to manually select them to process.
- D. The prospects are added to the program and automatically start processing through the program.

**Answer: D**

Explanation:

The correct answer is that the prospects are added to the program and automatically start processing through the program. This is because dynamic lists are constantly updated based on the criteria that you define, and if a dynamic list is used as a recipient list on an engagement studio program, any new prospects that match the

criteria will be added to the program as soon as they are synced to Marketing Cloud Account Engagement. They will not wait for the program to be paused, restarted, or manually selected. [They will start from the first step of the program and follow the path according to their actions and rules](#)

### Question: 261

How should a user understand how many prospects are currently waiting on a step in an engagement program?

- A. Download the report of the program.
- B. Click on the step to view its report card.
- C. Look at the tooltip above that step.
- D. Pause the program and edit the step.

**Answer: C**

Explanation:

The best way to understand how many prospects are currently waiting on a step in an engagement program is to look at the tooltip above that step. The tooltip will show you the number of prospects that are currently on that step, as well as the number of prospects that have completed that step. You can also see the percentage of prospects that have taken a specific action or followed a specific path from that step. [The tooltip is a quick and easy way to get an overview of the performance of each step in your program](#)

### Question: 262

What is an identified visitor?

- A. A visitor whose organization has been identified using a reverse IP lookup.
- B. A visitor who has been matched with a Marketing Cloud Account Engagement prospect record.
- C. A visitor who has provided their contact information in a Marketing Cloud Account Engagement form.
- D. A visitor who has provided their organization in a Marketing Cloud Account Engagement form.

**Answer: C**

Explanation:

An identified visitor is a visitor who has provided their contact information in a Marketing Cloud Account Engagement form. This means that the visitor has converted into a prospect and has a record in Marketing Cloud Account Engagement. Marketing Cloud Account Engagement can track the activities and behavior of identified visitors using a cookie that is placed on their browser when they fill out a form. [Identified visitors are different from anonymous visitors, who have not provided any contact information and are only tracked by their IP address, and from visitors whose organization has been identified using a reverse IP lookup, who may or may not have a prospect record in Marketing Cloud Account Engagement](#)

### Question: 263

The first step in an engagement program is a Send Email action. All 100 emails were sent last Monday when the program started.

Today, a user looked at the Engagement Program Report and filtered the program to show a date range of

Tuesday through Friday of last week.

What number would display on the Report Card for the email send statistic?

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

**Answer: B**

Explanation:

The number that would display on the Report Card for the email send statistic is 100. This is because the Report Card shows the total number of prospects that have reached a specific step in the program, regardless of the date range that you filter by. The date range filter only affects the data

that is shown in the Engagement History table, which shows the number of prospects that have taken a specific action on a specific date. [Therefore, even if the user filters the program to show a date range of Tuesday through Friday of last week, the Report Card will still show that 100 emails were sent on Monday, as that is the total number of prospects that reached the first step of the program](#)

### **Question: 264**

A Marketing Manager wants to create a new prospect in Marketing Cloud Account Engagement. What are three ways the Marketing Manager can create a new prospect?

Choose 3 answers

- A. Click the "Send to Account Engagement" button on a Salesforce Lead.
- B. Manually add a prospect in Marketing Cloud Account Engagement.
- C. Import a .CSV file with the prospect's email address.
- D. Set up an automation rule that creates prospects.
- E. Add a completion action to assign to a user.

**Answer: A, B, C**

Explanation:

There are three ways the Marketing Manager can create a new prospect in Marketing Cloud Account Engagement. They are:

Click the "Send to Account Engagement" button on a Salesforce Lead. This option allows the Marketing Manager to send a one-to-one email to a lead in Salesforce using an Account Engagement email template. [If the lead does not already exist as a prospect in Account Engagement, it will be created automatically and synced with Salesforce1](#)

Manually add a prospect in Marketing Cloud Account Engagement. This option allows the Marketing Manager to create a new prospect record in Account Engagement by entering the prospect's email address and other information. [The prospect can then be added to lists, campaigns, or engagement programs2](#)

Import a .CSV file with the prospect's email address. This option allows the Marketing Manager to import a list of prospects from a .CSV file into Account Engagement. The file must contain the prospect's email address as the first column, and can also include other fields. [The imported prospects can then be assigned, tagged, or added to lists or campaigns](#)

### Question: 265

Which two requirements must be met in order to have both a Lead and a Contact field sync with the same Marketing Cloud

Account Engagement prospect field?

Choose 2 answers

- A. The Lead and Contact fields must have the same Salesforce field label.
- B. The Lead and Contact fields must have the same API name.
- C. The Marketing Cloud Account Engagement field must be mapped to the Salesforce field.
- D. The Marketing Cloud Account Engagement field must be a drop-down field.

**Answer: B, C**

Explanation:

In order to have both a Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field, two requirements must be met. They are:

The Lead and Contact fields must have the same API name. The API name is the unique identifier of a field in Salesforce, and it must match exactly between the Lead and Contact objects. [For example, if the Lead field has an API name of Lead Source c, the Contact field must also have the same API name<sup>4</sup>](#)

The Marketing Cloud Account Engagement field must be mapped to the Salesforce field. The mapping is the connection between the fields in Account Engagement and Salesforce, and it allows the data to sync between the two systems. [The mapping can be done manually or automatically, depending on the field type and the connector version](#)

### Question: 266

Which three options are available when working on a list email, but are NOT available when working on a Marketing Cloud Account Engagement email template?

Choose 3 answers

- A. Ability to send the email immediately
- B. Sender options
- C. Ability to schedule the email
- D. Custom reply-to address
- E. Recipient and suppression lists

**Answer: A, C, E**

Explanation:

When working on a list email, the Marketing Manager has three options that are not available when working on an Account Engagement email template. They are:

Ability to send the email immediately. This option allows the Marketing Manager to send the list email to the selected recipients as soon as the email is ready, without scheduling it for a later date or time. [This option is useful for urgent or time-sensitive messages<sup>6</sup>](#)

Ability to schedule the email. This option allows the Marketing Manager to choose a specific date and time to send the list email to the selected recipients. [This option is useful for planning ahead or aligning with the best time to reach the audience<sup>6</sup>](#)

Recipient and suppression lists. This option allows the Marketing Manager to select which lists of prospects will

receive the list email, and which lists of prospects will be excluded from receiving the list email. [This option is useful for targeting and segmenting the audience based on their attributes or behaviors](#)

### Question: 267

What is an automation rule?

- A. A rule that automatically creates a list of prospects based on their behavior.
- B. A rule that automatically creates a new prospect record when a lead is added to Salesforce.
- C. A rule that automatically applies an action to a prospect based on whether they match set criteria.
- D. A rule that automatically sends an email to all prospects in a list.

**Answer: C**

Explanation:

An automation rule is a rule that automatically applies an action to a prospect based on whether they match set criteria. An automation rule consists of two parts: the criteria and the action. The criteria are the conditions that the prospect must meet to trigger the rule, such as having a certain score, grade, or field value. The action is the outcome that the rule will apply to the prospect, such as changing their field value, adding them to a list, or sending them an email. [An automation rule can run once or multiple times per prospect, depending on the settings](#)

### Question: 268

Which three actions can be taken in an engagement studio program?

Choose 3 answers

- A. Add prospect to list
- B. Reassign prospect
- C. Send email to prospect
- D. Notify a user
- E. Remove prospect from dynamic list

**Answer: A, C, D**

Explanation:

An engagement studio program is a tool that allows the Marketing Manager to create and automate a series of steps that guide prospects through a marketing journey. An engagement studio program consists of three types of elements: actions, triggers, and rules. An action is something that the program does to or for the prospect, such as sending an email, adding them to a list, or notifying a user. A trigger is something that the program checks for or waits for the prospect to do, such as opening an email, clicking a link, or submitting a form. [A rule is something that the program evaluates about the prospect, such as their score, grade, or field value](#)

Among the possible actions that can be taken in an engagement studio program, three of them are: Add prospect to list. This action adds the prospect to a specified list in Account Engagement. [This action is useful for segmenting prospects based on their engagement or moving them to a different list for further marketing](#)

Send email to prospect. This action sends an email to the prospect using an Account Engagement email

template. [This action is useful for delivering relevant and personalized content to the prospect based on their stage in the journey](#)

Notify a user. This action sends an email notification to a specified user or user group in Account Engagement or Salesforce. [This action is useful for alerting the sales team or other stakeholders about the prospect's engagement or readiness](#)

### Question: 269

By default, which two objects does Marketing Cloud Account Engagement write to in Salesforce?  
Choose 2 answers

- A. Lead records
- B. Contact records
- C. Opportunity records
- D. Account records
- E. Case records

**Answer: A, B**

Explanation:

Marketing Cloud Account Engagement writes to Lead and Contact records in Salesforce by default, as these are the primary objects that store prospect information. [Opportunity, Account, and Case records are not written to by default, but can be synced using custom fields and connectors](#)<sup>1</sup>.

[Reference: 1: Marketing Cloud vs. Marketing Cloud Account Engagement](#)

### Question: 270

A marketer conducts an A/B test list send email. When viewing the report., they find that the winning version shows the percentage by which it out-performed the other version as 0%.

What can the marketer share with their stakeholders about the performance of the A/B test?

- A. The winning variation did not have any clicks.
- B. The A/B test v/as a tie between the two variations.
- C. The winning variation did not have any opens.
- D. The A/B test winning variation has not been determined.

**Answer: B**

Explanation:

An A/B test list send email is a type of email send that allows marketers to test different versions of an email and measure their performance based on metrics such as opens, clicks, and conversions. The winning version is the one that has the highest percentage of the selected metric. [If the winning version shows the percentage by which it out-performed the other version as 0%, it means that both versions had the same performance on the selected metric, and the A/B test was a tie](#)<sup>2</sup>.

[References: 2: A/B Testing Your Email Sends](#)

### Question: 271

A user wants to develop a lead qualification model based on implicit prospect interest and explicit information provided by prospects.

What feature is needed for this model?

- A. Marketing Cloud Account Engagement Score & lifecycle Stage
- B. Prospect Audit & Profile
- C. Engagement Studio & Lists
- D. Marketing Cloud Account Engagement Score & Grade

**Answer: D**

Explanation:

A lead qualification model based on implicit prospect interest and explicit information provided by prospects requires the feature of Marketing Cloud Account Engagement Score and Grade. The score is a numerical value that measures the implicit interest of a prospect based on their engagement with marketing activities, such as opening emails, clicking links, and visiting landing pages. The grade is a letter value that measures the explicit fit of a prospect based on the information they provide, such as industry, company size, and job title. [By combining the score and grade, marketers can segment and prioritize their prospects more effectively](#)<sup>3</sup>.

[Reference: 3: Scoring and Grading Prospects](#)

### Question: 272

What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

- A. The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement.
- B. The Opportunity must have the "Marketing Cloud Account Engagement" record type.
- C. The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.
- D. The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.

**Answer: A**

Explanation:

For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. A Contact Role is a way of associating a Contact with an Opportunity, and specifying their role and level of influence in the sales process.

[Marketing Cloud Account Engagement uses the Contact Role to link the Opportunity to the corresponding prospect, and track their engagement and influence on the Opportunity](#)<sup>4</sup>. [Reference: 4: Opportunity Contact Roles](#)

### Question: 273

What must be created using the classic email builder in order to send an autoresponder?

- A. Test email

- B. One-to-one email
- C. Email template
- D. List email

**Answer: C**

Explanation:

An autoresponder is a type of email that is automatically sent to a prospect when they perform a specific action, such as filling out a form, downloading a file, or registering for an event. To send an autoresponder, a marketer must create an email template using the classic email builder in Marketing Cloud Account Engagement. An email template is a reusable email design that can be customized with dynamic content and personalization. A test email, a one-to-one email, and a list email are not suitable for sending an autoresponder, as they are either not reusable, not automated, or not personalized. Reference: : Create an Autoresponder Email

### Question: 274

A marketing user pauses an Engagement Studio program and adds a new recipient list. What will happen to the newly added prospects when the program is resumed?

- A. Prospects will not begin the program until all existing prospects reach an end step.
- B. Prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps.
- C. Prospects will begin the program on the first step regardless of where the existing prospects are in the program.
- D. Prospects will skip steps to start the program on the same steps the existing prospects are on.

**Answer: B**

Explanation:

When a marketing user pauses an Engagement Studio program and adds a new recipient list, the newly added prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps when the program is resumed. [This is because Action steps are time-based and cannot be retroactively applied, while Trigger and Rule steps are conditionbased and can be applied at any point in the program1. Reference: 1: \[Engagement Studio FAQ\]](#)

### Question: 275

Which action removes the [[crm\_deleted]] flag from a prospect record?

- A. Undeleting the record in Salesforce
- B. Re-submitting a form by a prospect
- C. Unchecking "CRM Deleted- on the prospect record
- D. Removing the prospect from the Marketing Cloud Account Engagement recycle bin

**Answer: A**

Explanation:

The [[crm\_deleted]] flag is a system field that indicates whether a prospect record has been deleted in Salesforce. The only action that removes this flag from a prospect record is undeleting the record in Salesforce. [Re-submitting a form by a prospect, unchecking “CRM Deleted” on the prospect record, or removing the prospect from the Marketing Cloud Account Engagement recycle bin will not remove](#)

[the flag, as the prospect will still be deleted in Salesforce](#)<sup>2</sup>. Reference: 2: [System Fields]

### Question: 276

Which Marketing Cloud Account Engagement asset would an administrator create to advertise an upcoming event's schedule without requesting information from those who visit?

- A. Landing page with a form
- B. Landing page with a form handler
- C. Email template with a form embedded into the HTML
- D. Landing page without a form

**Answer: D**

Explanation:

A landing page without a form is the Marketing Cloud Account Engagement asset that an administrator would create to advertise an upcoming event's schedule without requesting information from those who visit. A landing page is a web page that can display any content, such as text, images, videos, or links. A form is a web element that can collect information from visitors, such as name, email, or preferences. [A landing page with a form, a landing page with a form handler, or an email template with a form embedded into the HTML are not suitable for advertising an event's schedule without requesting information, as they all involve forms that require visitor input](#)<sup>3</sup>. Reference: 3: [Landing Pages and Forms]

### Question: 277

A Marketing Cloud Account Engagement administrator would like to provide access to their eBook once their form has been submitted.

Which the methods would accomplish this?

Choose 2 answers

- A. Use a form completion action to Initiate an auto-download of the eBook.
- B. Include a link to the eBook in the Below Form section of the form.
- C. Use a form completion action to send an autoresponder email with the eBook.
- D. Re-direct the prospect to the eBook instead of showing the forms Thank You Content.

**Answer: C, D**

Explanation:

Two methods that would accomplish providing access to an eBook once a form has been submitted are using a form completion action to send an autoresponder email with the eBook, and re-directing the prospect to the eBook instead of showing the form's Thank You Content. A form completion action is a way of defining what happens after a prospect submits a form, such as sending an email, adding to a list, or adjusting a score. An autoresponder email is a type of email that is automatically sent to a prospect when they perform a specific

action, such as submitting a form. A Thank You Content is a web page that is displayed after a prospect submits a form, such as a confirmation message or a link to a resource. [Using a form completion action to initiate an auto-download of the](#)

[eBook, or including a link to the eBook in the Below Form section of the form are not methods that would accomplish providing access to an eBook once a form has been submitted, as they either involve downloading the eBook before submitting the form, or displaying the link to the eBook before submitting the form](#)<sup>4</sup>.

[Reference: 4](#): [Create a Form]

### Question: 278

How many times does a segmentation rule run?

- A. Continuously, whenever new prospects are created.
- B. Up to five times., as long as the user enables the repeat setting.
- C. As many times as the user specifies when they create the rule.
- D. Once, as soon as the user completes the rule creation process.

**Answer: D**

Explanation:

A segmentation rule is a type of rule that allows marketers to segment their prospects based on specific criteria, such as field values, activities, or scores. A segmentation rule runs only once, as soon as the user completes the rule creation process. The rule will not run again, unless the user manually re-runs it or schedules it to run at a later date. [A segmentation rule does not run continuously, up to five times, or as many times as the user specifies when they create the rule](#)<sup>1</sup>. [Reference: 1](#): Segmentation Rules

### Question: 279

What is a capability of a completion action?

- A. Send a list email to a prospect
- B. Remove a prospect from a list
- C. Increase a prospect's grade
- D. Adjust a prospect's account field

**Answer: B**

Explanation:

A completion action is a type of action that allows marketers to define what happens after a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. One of the capabilities of a completion action is to remove a prospect from a list. This can be useful for managing list membership, suppressing prospects from future sends, or moving prospects to different lists based on their behavior. [A completion action cannot send a list email to a prospect, increase a prospect's grade, or adjust a prospect's account field](#)<sup>2</sup>. [Reference: 2](#): Completion Actions

### Question: 280

Which trigger step would a user place in an engagement studio program to look for a Marketing Cloud Account Engagement form submission that is on an Account Engagement landing page?

- A. Landing page trigger
- B. Custom redirect trigger
- C. Form trigger
- D. Activity trigger

**Answer: A**

Explanation:

A trigger step is a type of step in an Engagement Studio program that allows marketers to check whether a prospect has completed a specific activity, such as submitting a form, clicking a link, or opening an email. The trigger step that a user would place in an Engagement Studio program to look for a Marketing Cloud Account Engagement form submission that is on an Account Engagement landing page is a landing page trigger. A landing page trigger checks whether a prospect has viewed or submitted a landing page that is hosted by Marketing Cloud Account Engagement. [A custom redirect trigger, a form trigger, or an activity trigger are not suitable for looking for a Marketing Cloud Account Engagement form submission that is on an Account Engagement landing page, as they either check for different types of activities, or require a different type of form or landing page](#)<sup>3</sup>. Reference: [3](#): Engagement Studio Triggers

### Question: 281

A user is creating an automation rule and isn't certain that they have the correct criteria in use. What is the best way for the user to test that the criteria only matches the intended prospects?

- A. Run the rule to see who matches and change criteria if needed.
- B. Pull a Salesforce report of the same criteria and view results.
- C. Use the preview matches feature before running the rule.
- D. Resume the rule and use the undo action feature if necessary.

**Answer: C**

Explanation:

The preview matches feature in Pardot's automation rule setup is an essential tool for ensuring that the criteria set for a rule accurately targets the intended prospects. Before activating the rule, this feature allows the administrator to verify which prospects currently match the specified criteria without affecting the database or running the rule prematurely. This method is effective for refining and confirming criteria to avoid unintended targeting and to refine the selection process.

### Question: 282

A marketer needs to create a new field for a Marketing Cloud Account Engagement form. Which statement accurately describes how to create the new field?

- A. The field is created and added to the form in Engagement Studio.

- B. The field is created as a custom prospect field in the form editor.
- C. The field is created as a custom prospect field on the Prospect Fields page.
- D. The field is created as a default account field in the form editor.

**Answer: C**

Explanation:

In Pardot, new custom fields for prospects are created in the Prospect Fields page under the admin settings. Once a field is created here, it can then be added to forms as needed. This process ensures that all data captured through forms is aligned with the prospect data structure already established in the system, allowing for consistent data management and integration with Salesforce CRM fields if required. This separation of field creation and form editing ensures organized management of prospect data attributes.

### Question: 283

What HML merge field should be included in an email to allow prospects to manage their email preferences?

- A. {{Unsubscribe}} or {{EmailPreferenceCenter}}
- B. {{OptOut}} or {{EmailPreferenceCenter}}
- C. {{OptOut}} or {{ReportSpam}}
- D. {{Unsubscribe}} or {{Opt\_Out}}

**Answer: B**

Explanation:

The HML merge field that should be included in an email to allow prospects to manage their email preferences is {{OptOut}} or {{EmailPreferenceCenter}}. The {{OptOut}} merge field inserts a link that allows prospects to opt out of receiving emails from the sender. The {{EmailPreferenceCenter}} merge field inserts a link that allows prospects to choose which types of emails they want to receive from the sender. The {{Unsubscribe}} merge field is not valid in HML, as it is only used in PML. The {{ReportSpam}} merge field is not recommended, as it can negatively affect the sender's reputation. [The {{Opt Out}} merge field is not valid in HML, as it uses an underscore instead of a camel case1. Reference: 1: HML Merge Fields](#)

### Question: 284

How can a marketer avoid emailing prospects more than once in a ten day span?

- A. Use an automation rule to create a frequency suppression list.
- B. Use the global account setting to suppress frequently emailed prospects.
- C. Use a segmentation rule to create a frequency suppression list.
- D. Use a dynamic list to create a frequency suppression list.

**Answer: D**

Explanation:

The way that a marketer can avoid emailing prospects more than once in a ten day span is to use a

dynamic list to create a frequency suppression list. A dynamic list is a type of list that automatically updates based on specific criteria, such as field values, activities, or scores. A frequency suppression list is a type of list that excludes prospects who have been emailed within a certain time frame, such as ten days. By using a dynamic list with a frequency suppression criteria, a marketer can ensure that they do not email prospects who have already received an email recently. [Using an automation rule, a global account setting, or a segmentation rule are not ways that a marketer can avoid emailing prospects more than once in a ten day span, as they either do not create lists, do not update automatically, or do not run continuously](#)<sup>2</sup>. Reference: [2](#): Dynamic Lists

### Question: 285

What aspect of a Prospect record represents their overall level of interest?

- A. Grade
- B. Score
- C. Profile
- D. Account

**Answer: B**

Explanation:

The aspect of a Prospect record that represents their overall level of interest is Score. The score is a numerical value that measures the implicit interest of a prospect based on their engagement with marketing activities, such as opening emails, clicking links, and visiting landing pages. The score can increase or decrease based on the actions that a prospect takes, and can help marketers prioritize and segment their prospects. [Grade, Profile, and Account are not aspects of a Prospect record that represent their overall level of interest, as they measure different attributes of a prospect, such as their explicit fit, their completeness, or their company information](#)<sup>3</sup>. Reference: [3](#): Scoring and Grading Prospects

### Question: 286

When reviewing the report for a Marketing Cloud Account Engagement email, a marketer notices the total clicks metric is much higher than the unique clicks metric. There was only one call-to-action link in the email.

What could explain this discrepancy?

- A. Prospects clicked the unsubscribe link.
- B. Prospects clicked the call-to-action link multiple times.
- C. Prospects were removed from the recipient list after clicking the call-to-action link.
- D. Prospects were deleted after clicking the call-to-action link.

**Answer: B**

Explanation:

The possible explanation for the discrepancy between the total clicks and the unique clicks metrics in

the report for a Marketing Cloud Account Engagement email is that prospects clicked the call-to-action link multiple times. The total clicks metric counts the total number of times that a link in an email was clicked by any prospect, regardless of how many times they clicked it. The unique clicks metric counts the number of unique prospects who clicked a link in an email, regardless of how many times they clicked it. Therefore, if a prospect clicked the same link more than once, it would increase the total clicks metric, but not the unique clicks metric. [Prospects clicking the unsubscribe link, prospects being removed from the recipient list, or prospects being deleted are not possible explanations for the discrepancy, as they would not affect the click metrics](#). Reference: 4: Email Metrics

### Question: 287

A marketing user would like to send out a new whitepaper to their prospects and track who opens the PDF. What is the recommended way to accomplish this?

- A. Upload the whitepaper PDF as a content block and attach it to the email.
- B. Upload the whitepaper PDF as a content file and link to it in the body of the email.
- C. Upload the whitepaper PDF as a content file and attach it to the email.
- D. Upload the whitepaper PDF as a content block and link to it in the body of the email.

**Answer: B**

Explanation:

The recommended way to accomplish sending out a new whitepaper to prospects and tracking who opens the PDF is to upload the whitepaper PDF as a content file and link to it in the body of the email. A content file is a type of file that can be uploaded and stored in the Content Builder, which is a tool that allows marketers to create and manage content assets. A content file can be linked to in the body of an email, which allows prospects to access the file by clicking the link. By linking to a content file, marketers can also track who opens the PDF, as the link will generate a tracking code that records the open activity. Uploading the whitepaper PDF as a content block, attaching it to the email, or embedding it in the email are not recommended ways to accomplish sending out a new whitepaper to prospects and tracking who opens the PDF, as they either do not allow linking, do not allow tracking, or do not display properly. Reference: : Content Files

### Question: 288

A marketer is creating a new segmentation rule in Marketing Cloud Account Engagement. Which option accurately defines the capabilities of a segmentation rule?

- A. Segmentation rules are used to create new forms for prospects to fill out.
- B. Segmentation rules are used to segment prospects based on their activities and demographic data.
- C. Segmentation rules are used to score and grade prospects.
- D. Segmentation rules are used to assign prospects to users in Salesforce.

**Answer: B**

Explanation:

The option that accurately defines the capabilities of a segmentation rule is that segmentation rules are used to segment prospects based on their activities and demographic data. A segmentation rule is a type of rule that allows marketers to segment their prospects based on specific criteria, such as field values, activities, or scores.

A segmentation rule can be used to create dynamic lists, add prospects to campaigns, or apply tags or completion actions. [Segmentation rules are not used to create new forms, score and grade prospects, or assign prospects to users in Salesforce, as these are different functions that require different tools1. Reference: 1: Segmentation Rules](#)

### Question: 289

A repeating engagement program is set to allow prospects to be eligible to re-enter every 90 days and has a total entries limit of 5.

A user decides that the total entries limit should be changed to 10. The user pauses the program, changes the total entries limit to 10 and restarts the program.

What will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit?

- A. Prospects will re-enter the program after waiting another 90 days.
- B. Prospects will re-enter the program immediately.
- C. Prospects will remain ineligible to re-enter the program.
- D. Prospects will NOT re-enter the program until manually approved to re-enter.

**Answer: B**

Explanation:

The answer that correctly describes what will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit is that prospects will re-enter the program immediately. A repeating engagement program is a type of program that allows prospects to re-enter the program after a certain period of time, such as 90 days, and up to a certain number of times, such as 5. If a user changes the total entries limit to a higher number, such as 10, the prospects who have already reached the previous limit, but are eligible to re-enter based on the time period, will re-enter the program as soon as the user restarts the program. [Prospects will not reenter the program after waiting another 90 days, remain ineligible to re-enter the program, or not re-enter the program until manually approved, as these are not the effects of changing the total entries limit2. Reference: 2: Repeating Engagement Programs](#)

### Question: 290

A Marketing Cloud Account Engagement administrator wants to enable bot protection on their forms. Which two Account Engagement form settings would accomplish this?

Choose 2 answers

- A. Enable HTTPS
- B. reCaptcha
- C. Dependent Fields
- D. HoneyPot Technique

**Answer: B, D**

Explanation:

In Salesforce Pardot, enhancing form security and preventing bot submissions can be effectively managed using two specific settings: reCaptcha and the HoneyPot Technique.

reCaptcha: This is a service provided by Google that helps protect websites from spam and abuse. A "CAPTCHA" is a turing test to tell human and bots apart. It is easy for humans to solve, but hard for "bots" and other malicious software to figure out. By integrating reCaptcha, forms can verify that the person submitting the form is indeed a human, thus adding a layer of security against automated attacks.

HoneyPot Technique: This is a clever and non-intrusive method of detecting bots. It involves adding an additional field to the form that is invisible to human users but visible to bots. The principle here is that while a human won't see or interact with this hidden field, a bot will typically attempt to fill it out. When the form is submitted, if data is found in the honeyPot field, the submission can be flagged as coming from a bot and thus be ignored or handled differently.

Both options are specifically tailored to enhance the security of forms in Pardot, helping to mitigate unwanted bot traffic and ensuring that engagement and leads generated are genuine.

### Question: 291

A sales manager wants to understand which of their accounts are top-tier candidates based on prior opportunity creation data and engagement metrics. They want to surface these insights on their account records. What feature can help them see this?

- A. Einstein Behavior Score
- B. Pardot grade
- C. Pardot score
- D. Einstein Key Accounts Identification

**Answer: D**

Explanation:

Salesforce's Einstein Key Accounts Identification feature is designed to help sales managers and teams identify and focus on their most important accounts based on a variety of metrics, including historical data and engagement levels.

Einstein Key Accounts Identification: This feature uses advanced machine learning algorithms to analyze past opportunity creation data and various engagement metrics to pinpoint which accounts are likely to be the most valuable or have the highest potential. This can help sales managers prioritize their efforts and resources more effectively. The insights generated by this tool are integrated directly into the Salesforce account records, providing easily accessible and actionable data for sales teams.

This contrasts with options like the Einstein Behavior Score, Pardot grade, and Pardot score, which, while useful for assessing individual lead or contact engagement and readiness, do not provide the holistic account-level insight that Einstein Key Accounts Identification does.

### Question: 292

A marketing user has created an email content record using the enhanced Pardot email experience. How can they send this email in an engagement program?

- A. Select the desired engagement program from the email
- B. Copy the email HTML and recreate it as an email template Pardot.

- C. Convert the email content record to an email template.
- D. Activate the email for use in automation.

**Answer: C**

Explanation:

In Salesforce Pardot's enhanced email experience, the process to use a created email content in an engagement program requires converting the email content into an email template.

Convert the email content record to an email template: This functionality allows marketers to leverage the rich content created in the email content record format and utilize it within the structured framework of an engagement program. The conversion process standardizes the email content into a template format, which can then be seamlessly integrated into various Pardot automation tools including engagement programs. This ensures that the aesthetic and functional integrity of the email content is maintained across different marketing campaigns and workflows. Options such as selecting the engagement program directly from the email or activating the email for use in automation do not align with Pardot's current capabilities regarding email integration in engagement programs, as they require the email to be in a template format to be used effectively.

### **Question: 293**

LenoxSoft has a yearly conference and is using a Pardot form on a computer tablet.

What can a Pardot administrator enable the form in order to reset the form after each new submission?

- A. Completion actions
- B. A URL redirect
- C. Kiosk/Data Entry Mg
- D. Bot protection via a honeypot

**Answer: C**

Explanation:

For a Pardot form used on a computer tablet in a setting like a conference, the Kiosk/Data Entry Mode is an ideal feature to enable. This mode is specifically designed for public or shared use scenarios, where multiple individuals will be filling out the form in succession. When this mode is enabled, the form automatically resets after each submission, clearing all previously entered data

and preparing the form for the next user. This ensures that each participant sees a fresh form, preventing the accidental sharing of personal information between users and facilitating a smooth data entry process in high-traffic environments.

### **Question: 294**

A Pardot user notices an odd field value on a prospect record and wants to investigate.

What should the first course of action be?

- A. Review the recent form submissions to see if the prospect updated their information.
- B. Go to the prospect record and view the prospects Audits tab to see all changes made to the prospect record.

- C. Look up the prospect's assigned user and call them to see if they made the change.
- D. Go to the prospect record and click on the field value in question to see what caused the change.

**Answer: B**

Explanation:

When investigating an odd field value on a prospect's record in Pardot, the first course of action should be to view the prospect's Audit tab. This tab provides a comprehensive log of all changes made to the prospect's record, including information on what changes were made, who made them, and when they were made. This approach allows users to quickly ascertain the source of the odd field value, whether it was updated through a form submission, manually edited by another user, or changed through some other process. It is a more direct and reliable method than contacting assigned users or reviewing individual form submissions, which may not conclusively reveal the origins of the specific change.

### **Question: 295**

What would occur if a single prospect is not both the recipient list and the suppression list for a list email?

- A. The prospect will be sent two copies future email sends will not be impacted.
- B. The prospect will be sent one copy of the email, but the prospect will be marked opted out for future email sends.
- C. The prospect will be sent one copy of the email, but will be suppressed for the next email send.
- D. The prospect will NOT be sent the Email, and future email sends will NOT be Impacted.

**Answer: D**

Explanation:

In Pardot, when a prospect is included in both the recipient list and the suppression list for a list email, the suppression list takes precedence. This means the prospect will not receive the email. Importantly, being on the suppression list for one specific email send does not impact the prospect's status for future email sends. The suppression is specific to the email in question, and future email sends will proceed based on the prospect's inclusion in or exclusion from those specific recipient or suppression lists. This ensures that one-time suppression does not inadvertently affect the prospect's

eligibility for future communications.

### **Question: 296**

LenoxSoft has 3 product lines. In Pardot, each product line has its own folder containing all of the assets for that product line. An administrator would like to score prospects separately based on their interactions with each product line.

How can the administrator accomplish this?

- A. Create two new default scoring models to have one for each product line.
- B. Edit the score field on the prospect's record to displays multiple score values
- C. Assign a scoring category to each product line folder.
- D. Edit the default scoring model to score differently for each product line.

## Answer: C

Explanation:

To score prospects separately based on their interactions with different product lines in Pardot, the best approach is to assign a scoring category to each product line folder. Scoring categories allow administrators to segment prospect scoring based on interactions with specific types of content, aligning with different business units, products, or campaigns. By assigning a distinct scoring category to each folder associated with a product line, an administrator can precisely track and score prospect engagement relative to each product line. This tailored scoring provides deeper insights into prospect interests and can better inform targeted marketing strategies.

### Question: 297

A marketer wants to assign prospect to a group of users if the prospects meet the following criteria:

- \* Score greater than 100
- \* Grade greater than a B
- \* Has completed a form on any landing page
- \* Has a "Product of Interest" field value of either A or B

What automation tool could be used to assign the prospects?

- A. An automation rule with rule groups
- B. Completion actions on each landing page
- C. A segmentation rule with the groups
- D. Completion actions on each Form

## Answer: A

Explanation:

In Pardot, the best tool to use for assigning prospects to a group of users based on specific criteria is an automation rule with rule groups. Automation rules allow for the creation of complex criteria that prospects must meet to trigger certain actions. In this scenario, the rule would check for prospects with a score greater than 100, a grade greater than B, completion of any form on a landing page, and a "Product of Interest" field value of either A or B. Once a prospect meets these conditions, the automation rule can then assign them to the specified group of users. This method is efficient for processing large numbers of prospects automatically and continuously, which is not as feasible with completion actions on forms or landing pages, or with a one-time use segmentation rule.

### Question: 298

What is the difference between an email template and an email content record in the enhance email experience?

- A. An email content record must start from an email template.
- B. An email template can be used by Pardot, Sales Cloud and Service Cloud Users.
- C. An email content record is a basic layout that does not contain any metadata used by a pardot email send.
- D. An email template can only use CMS images.

**Answer: B**

Explanation:

The key difference between an email template and an email content record in the enhanced email experience within Pardot lies in their usability across different Salesforce platforms. An email template, once created in Pardot, can be utilized by users across Pardot, Sales Cloud, and Service Cloud. This allows for a consistent messaging and branding experience across various customerfacing platforms within the Salesforce ecosystem. In contrast, an email content record in Pardot is specific to Pardot and designed for use within the platform's email marketing campaigns, focusing on specific layouts and elements tailored to Pardot's capabilities.

### **Question: 299**

By default, which two objects does Pardot write to in Salesforce?

Choose 2 answers

- A. Lead records
- B. Case records
- C. a Contact records
- D. Account records
- E. Opportunity records

**Answer: A, C**

Explanation:

By default, Pardot integrates closely with Salesforce CRM to synchronize data primarily with two key standard objects: Lead and Contact records. This integration allows Pardot to write marketing data directly to these objects, enabling a seamless flow of information about prospects' activities and engagement. This capability is foundational for maintaining updated and relevant data within Salesforce, facilitating more targeted and effective sales and marketing efforts. Case, Account, and Opportunity records, while important within Salesforce, do not receive direct writes from Pardot by default, although they can be involved in more advanced, customized integrations.

### **Question: 300**

A form uses an autoresponder email.

In Pardot, which report should a user review if they want to view the deliverability statistics for that email?

- A. Form report
- B. Email Template report
- C. List Email report
- D. Autoresponder report

**Answer: D**

Explanation:

To review the deliverability statistics for an autoresponder email sent in response to a form submission in Pardot, the appropriate report to consult is the Autoresponder report. This report provides specific metrics on the performance of autoresponder emails, including delivery rates, open rates, click-through rates, and any bounces. Unlike generic form reports or list email reports, the Autoresponder report focuses on the emails

triggered automatically after a form is completed, providing detailed insights relevant to these specific interactions.

### Question: 301

Which Pardot feature should be used to track prospect access to a file hosted outside of Pardot?

- A. Page action
- B. Landing Page
- C. Custom redirect
- D. Engagement program

**Answer: C**

Explanation:

When tracking access to files hosted outside of Pardot, the best feature to use is a Custom redirect. This tool allows Pardot users to create trackable URLs which can then be used to direct prospects to external files. The interactions with these URLs are tracked, capturing data whenever a prospect accesses the link. This enables marketers to gather analytics on file access even when the content itself is not hosted within Pardot, providing valuable insights into prospect engagement with external RESOURCES.

### Question: 302

What is true about building landing pages in Salesforce using the enhanced landing page experience?

- A. When you create or edit an enhanced landing page, it is automatically published.
- B. The only way to add a Pardot form to page is by adding the iframe code in an HTML component.
- C. The page can be associated to either a connected or unconnected campaign.
- D. Custom code and script can be added to the header or footer code.

**Answer: C**

Explanation:

In the enhanced landing page experience within Salesforce, one of the key features is the ability to associate a landing page with either a connected campaign (directly linked to Salesforce campaigns for unified reporting and management) or an unconnected campaign (used solely within Pardot). This flexibility allows marketers to tailor their campaign management strategies according to their specific needs, enhancing the integration and tracking of various marketing efforts directly from within Salesforce.

### Question: 303

What is a behavior of conditional completion actions?

- A. Standard completion actions will only apply to prospects who do not meet the criteria of a conditional group.
- B. Only one conditional group can be added per asset.
- C. Both standard and conditional completion actions can be used on the same asset.

D. Conditional actions only execute the first time the prospect who matches the criteria takes the action.

**Answer: C**

Explanation:

Conditional completion actions in Pardot allow for a more targeted approach in executing actions based on specific criteria met by prospects. A key behavior of these actions is that both standard (apply to all prospects) and conditional (apply only if certain conditions are met) completion actions can coexist on the same marketing asset. This dual functionality enhances the asset's ability to engage with different segments of the audience differently, based on their interactions or demographic information, thus allowing for more personalized and effective marketing tactics.

**Question: 304**

The marketing team sends emails to a global audience and wants their emails to send at the optimal time for each prospect on the recipient list.

What capability should an Admin enable in Pardot to achieve this?

- A. Einstein Engagement Frequency
- B. Einstein Time Zone Selection
- C. Einstein Campaign Insights
- D. Einstein Send Time Optimization

**Answer: D**

Explanation:

To ensure that emails are sent at the optimal time for each prospect on a global scale, Pardot administrators should utilize the Einstein Send Time Optimization feature. This capability, part of Salesforce Pardot's Einstein suite of AI tools, leverages machine learning to analyze each prospect's engagement history and predict the most effective time to send emails. This analysis considers various factors including past open and interaction times to tailor email delivery schedules individually. By enabling this feature, marketers can significantly increase the likelihood of their emails being opened and acted upon, optimizing campaign effectiveness across different time zones and individual prospect behaviors. This targeted approach helps in maximizing engagement by delivering emails when prospects are most likely to be attentive and responsive.