Free Questions for Marketing-Cloud-Account-Engagement-Specialist by actualtestdumps

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Question 1

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?

Options:

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 2

Question Type: MultipleChoice

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?

Options:

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 3

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?

Options:

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 4

Question Type: **MultipleChoice**

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

Options:

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 5

Question Type: MultipleChoice

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

Choose 2 answers

Options:

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 connectors1. Reference:1:Marketing Cloud vs. Marketing Cloud Account Engagement

Question 6

Question Type: **MultipleChoice**

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

Options:

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 name4

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 7

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 As reporting metrics are not changing as a result of the new list email send.

Why would this occur?

Options:

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 affected1. 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 spam1. 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 emails1. 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 8

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

Choose 2 answers

Options:

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 place5. 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 9

Question Type: **MultipleChoice**

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?

Options:

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.