



# **Free Questions for Marketing-Cloud-Account-Engagement-Specialist by certsinside**

**Shared by Madden on 24-05-2024**

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# Question 1

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**Question Type:** MultipleChoice

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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?

## Options:

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- A- Einstein Engagement Frequency
- B- Einstein Time Zone Selection
- C- Einstein Campaign Insights
- D- Einstein Send Time Optimization

## Answer:

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D

## Explanation:

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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.

## Question 2

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**Question Type:** MultipleChoice

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What is a behavior of conditional completion actions?

### Options:

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- 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:**

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C

**Explanation:**

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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 3

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**Question Type:** MultipleChoice

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What is true about building landing pages in Salesforce using the enhanced landing page experience?

### Options:

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- 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:

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C

### Explanation:

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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 4

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**Question Type:** MultipleChoice

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Which Pardot feature should be used to track prospect access to a file hosted outside of Pardot?

**Options:**

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- A- Page action
- B- Landing Page
- C- Custom redirect
- D- Engagement program

**Answer:**

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C

**Explanation:**

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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 5

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**Question Type:** MultipleChoice

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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?

**Options:**

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- A- Form report
- B- Email Template report
- C- List Email report
- D- Autoresponder report

**Answer:**

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D

**Explanation:**

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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 6

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**Question Type: MultipleChoice**

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By default, which two objects does Pardot write to in Salesforce?

Choose 2 answers

### Options:

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**A-** Lead records

**B-** Case records

**C-** a Contact records



**D-** Account records

**E-** Opportunity records

**Answer:**

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A, C

**Explanation:**

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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 7

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**Question Type:** MultipleChoice

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What is the difference between an email template and an email content record in the enhance email experience?

### Options:

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- 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:

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B

### Explanation:

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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 customer-facing 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 8

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**Question Type:** MultipleChoice

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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?

**Options:**

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- 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:**

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A

**Explanation:**

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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 9

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**Question Type: MultipleChoice**

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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?

### Options:

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- 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:**

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C

**Explanation:**

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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 10

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**Question Type:** MultipleChoice

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What would occur if a single prospect is not both the recipient list and the suppression list for a list email?

### Options:

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- 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:

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D

### Explanation:

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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 11

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**Question Type: MultipleChoice**

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A Pardot user notices an odd field value on a prospect record and wants to investigate.

What should the first course of action be?

### Options:

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- A- Review the recent form submissions to see if the prospect updated their information.
- B- Go to the prospect record and view the prospect's 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:

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B

### Explanation:

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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.





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