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

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Question 1

Arrange the steps to Access a Prospect Record:

A) Select Prospect

B) Mouseover Prospects

C) Click Prospect List

Options:

A) A B C

B) A C B

C) B C A

D) C A B

Answer:

C

Explanation:

According to theSalesforce 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.

Question 2

Question Type: MultipleChoice

A Pardot 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?

Options:

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:

B

Question 3

Question Type: MultipleChoice

A prospect with a Pardot score over 100 can view and opt out of a list on the Pardot 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

Options:

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

Question 4

Question Type: **MultipleChoice**

What does Pardot set on visitors' browsers to track their activities?

A) UTM Parameters

B) Tracking Pixels

C) Cookies

D) Google Analytics Tracking Code

Answer:

C

Question 5

Question Type: MultipleChoice

In which two ways does a Pardot 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, B

Question 6

Question Type: **MultipleChoice**

LenoxSofts marketing manager wants to keep email branding consistent. They want Pardot 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

Question 7

Question Type: MultipleChoice

A Pardot form is placed onto a Pardot landing page to register prospects for an upcoming tradeshow. A Pardot 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?

Options:

A) Form handler report

B) Event report

C) Form report

D) Landing page report

Answer:

D