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NEW QUESTION: 1
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 6* lifecycle Stage
B. Prospect Audit & Profile
C. Engagement Studio & Lists
D. Marketing Cloud Account Engagement Score & Grade
Answer: D (LEAVE A REPLY)
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 effectively3.
References: 3: Scoring and Grading Prospects

NEW QUESTION: 2
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 (LEAVE A REPLY)
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.

NEW QUESTION: 3
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 (LEAVE A REPLY)
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. References: Salesforce documentation

NEW QUESTION: 4

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

A. True

B. False

Answer: (SHOW ANSWER)

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.

References: Salesforce documentation

NEW QUESTION: 5

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 (LEAVE A REPLY)
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 account1112 References: 11: Marketing Cloud Account Engagement Sandboxes: What They Can, and Can't Do12: Use Marketing Cloud Account Engagement Sandboxes

NEW QUESTION: 6
Which Salesforce field type is unsupported for syncing with Marketing Cloud Account Engagement?
A. Lookup
B. Picklist
C. Number
D. Formula
Answer: (SHOW ANSWER)

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.

NEW QUESTION: 7
Completion Actions are retroactive.
A. True
B. False
Answer: (SHOW ANSWER)
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

NEW QUESTION: 8
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: (SHOW ANSWER)
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 tie2. References: 2: A/B Testing Your Email Sends

NEW QUESTION: 9
Completion actions only affect prospects not visitors?

A. True
B. False
Answer: A (LEAVE A REPLY)
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

NEW QUESTION: 10
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 (LEAVE A REPLY)
Explanation
The Google Analytics connector allows Marketing Cloud Account Engagement to append UTM parameters to a prospect record. UTM parameters are tags that you can add to the end of a URL to track the source, medium, campaign, term, and content of your web traffic. By connecting Marketing Cloud Account Engagement with Google Analytics, you can automatically add UTM parameters to your Marketing Cloud Account Engagement tracked links and sync them with the prospect records. This allows you to see how your prospects are interacting with your online campaigns and measure their effectiveness

NEW QUESTION: 11
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: (SHOW ANSWER)
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

NEW QUESTION: 12

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?

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: (SHOW ANSWER)

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

NEW QUESTION: 13

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 (LEAVE A REPLY)

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.

References Verify Your Sending Domain

NEW QUESTION: 14

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 (LEAVE A REPLY)

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 it13. 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 time14. Both static and dynamic

lists can be used to segment prospects and send targeted email campaigns to them15.
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

NEW QUESTION: 15

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 (LEAVE A REPLY)

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.
References: Salesforce documentation

NEW QUESTION: 16

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 (LEAVE A REPLY)

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. References: 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

NEW QUESTION: 17

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 (LEAVE A REPLY)

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 metrics4. References: 4: Email Metrics

NEW QUESTION: 18

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 (LEAVE A REPLY)

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

NEW QUESTION: 19

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: (SHOW ANSWER)

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. References: Marketing Cloud Account Engagement Kiosk/Data Entry Mode

NEW QUESTION: 20

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 file and attach it to the email.

B. Upload the whitepaper PDF as a content block and link to It In the body of the email.

C. Upload the whitepaper PDF as a content block and attach It to the email.

D. Upload the whitepaper PDF as a content file and link to it in the body of the email.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 21

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: (SHOW ANSWER)

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. References: Redirect Account Engagement Forms to a Success Page

NEW QUESTION: 22

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 (LEAVE A REPLY)

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 behaviors3. 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.

NEW QUESTION: 23
What is the baseline grade assigned to a prospect?
A. C
B. D
C. B
D. A
Answer: B (LEAVE A REPLY)
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

NEW QUESTION: 24
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 (LEAVE A REPLY)
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.
References: [Marketing Cloud Account Engagement Activities Visualforce Page], [Salesforce Activities]

NEW QUESTION: 25
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 (LEAVE A REPLY)
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.
References: List Email Report Metrics

NEW QUESTION: 26
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: (SHOW ANSWER)
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.

NEW QUESTION: 27

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: (SHOW ANSWER)

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

NEW QUESTION: 28

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 (LEAVE A REPLY)

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. References: Salesforce documentation

NEW QUESTION: 29
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 (LEAVE A REPLY)
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 form4. References: 4: [Create a Form]

NEW QUESTION: 30

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: (SHOW ANSWER)

Explanation

According to the Salesforce documentation, the automation tool that should be used to solve the need of recreating a lead from a prospect that was marked as [[crm_deleted]] in Marketing Cloud Account Engagement is engagement studio. Engagement studio 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.

Engagement studio can be used to create a program that triggers when a prospect submits the Request a Demo form, checks if the prospect is marked as [[crm_deleted]], and recreates the prospect as a lead in Salesforce.

Segmentation rule, automation rule, and dynamic list are not automation tools that can be used to solve the need of recreating a lead from a prospect that was marked as [[crm_deleted]] in Marketing Cloud Account Engagement, as they are related to other aspects of automation, such as segmenting, updating, and listing prospects, but not recreating leads. References: Salesforce documentation

NEW QUESTION: 31

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: (SHOW ANSWER)

Explanation

According to the Salesforce documentation, the action of adding a prospect to a list when they click on a link in a list email can be added on the Sending tab of the list email. The Sending tab allows users to configure the sender, subject, and preheader of the list email, as well as the tracking options and completion actions. 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. A completion action can be used to add the prospect to a specific list, among other actions. The action cannot be added on the Sending tab of the email template, as the email template is a reusable design that does not have completion actions. The action cannot be added on the Testing tab of the email template or the list email, as the Testing tab is used to preview, validate, and test the email before sending, not to add completion actions. References: Salesforce documentation

NEW QUESTION: 32

LenoxSoft's Marketing Manager notices that clicks on the email link 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 re-written.

D. The link should be populated with variable tags to be automatically re-written

Answer: A (LEAVE A REPLY)

Explanation

The reason why the email link 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 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, 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. References [Link Click Tracking]

NEW QUESTION: 33

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 ([LEAVE A REPLY])

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. References: Automation Rules, Preview Automation Rules

NEW QUESTION: 34

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: (SHOW ANSWER)
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. References: What Causes a Prospect to Sync from Salesforce to Account Engagement?

NEW QUESTION: 35
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 (LEAVE A REPLY)
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.
References: [Marketing Cloud Account Engagement Form Handler]

NEW QUESTION: 36
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: (SHOW ANSWER)
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

NEW QUESTION: 37
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 (LEAVE A REPLY)
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

NEW QUESTION: 38
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 (LEAVE A REPLY)
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

NEW QUESTION: 39

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

A. True

B. False

Answer: A (LEAVE A REPLY)

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. References: Salesforce documentation

NEW QUESTION: 40

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 (LEAVE A REPLY)

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. References: Marketing Cloud Account Engagement Audits Tab, Marketing Cloud Account Engagement Email Statuses, Marketing Cloud Account Engagement Lists

NEW QUESTION: 41
Form or Form Handler? I want to use progressive profiling to personalize my form.
A. Form Handler
B. Form
Answer: (SHOW ANSWER)
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

NEW QUESTION: 42
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: (SHOW ANSWER)
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.
References: : Create an Autoresponder Email

NEW QUESTION: 43
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: (SHOW ANSWER)
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. References: Drip Programs, Pause and Resume Drip Programs

NEW QUESTION: 44
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 (LEAVE A REPLY)
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. References [Engagement Studio FAQ]

NEW QUESTION: 45
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 ([LEAVE A REPLY]())
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

NEW QUESTION: 46
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 ([LEAVE A REPLY]())
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. References: 1: HML Merge Fields

NEW QUESTION: 47
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 (LEAVE A REPLY)
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

NEW QUESTION: 48
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 (LEAVE A REPLY)
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. References: [Marketing Cloud Account Engagement Prospect Activities]

NEW QUESTION: 49

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 ([LEAVE A REPLY])

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.

References: Marketing Cloud Account Engagement Dynamic Lists for Faster Segmentation (+ 10 Examples), Create a Dynamic List - Salesforce

NEW QUESTION: 50

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 ([LEAVE A REPLY])

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.
References: Salesforce documentation

NEW QUESTION: 51
Which of the following can "unmatched" prospects?
A. Automation Rules
B. Dynamic Lists
C. Segmentation Rules
Answer: B (LEAVE A REPLY)
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

NEW QUESTION: 52
What aspect of a Prospect record represents their overall level of interest?
A. Grade
B. Score
C. Profile
D. Account
Answer: B (LEAVE A REPLY)
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 information3.
References: 3: Scoring and Grading Prospects

NEW QUESTION: 53
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: (SHOW ANSWER)
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

NEW QUESTION: 54
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 (LEAVE A REPLY)
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

NEW QUESTION: 55

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 ([LEAVE A REPLY]())

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

NEW QUESTION: 56

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 ([LEAVE A REPLY]())

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 rule1. References: 1: Segmentation Rules

NEW QUESTION: 57

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

A. Using an Automation Rule

B. Using a Completion Action
C. None of the above
D. Using a Segmentation Rule
Answer: (SHOW ANSWER)
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. References: [Automation Rules], Completion Actions, [Segmentation Rules]

NEW QUESTION: 58
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: (SHOW ANSWER)
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 Unsubscribed4. 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 bin5. 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

NEW QUESTION: 59
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 (LEAVE A REPLY)
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.
References: Salesforce documentation

NEW QUESTION: 60
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 (LEAVE A REPLY)
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. References: 1: Marketing Cloud vs.
Marketing Cloud Account Engagement

NEW QUESTION: 61
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 (LEAVE A REPLY)
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. References: [Automation Rules], [Repeat Automation Rules]

NEW QUESTION: 62
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: (SHOW ANSWER)
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

NEW QUESTION: 63

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

A. Form

B. Form Handler

Answer: A (LEAVE A REPLY)

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 identifiers4. Marketing Cloud Account Engagement forms can also create new records in the CRM if the prospect does not exist yet4. Form handlers, on the other hand, do not have this functionality, and may create duplicate records in the CRM if the prospect already exists

NEW QUESTION: 64

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: (SHOW ANSWER)

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. References: Salesforce documentation

NEW QUESTION: 65

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 (LEAVE A REPLY)

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. References: Salesforce documentation

NEW QUESTION: 66

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: (SHOW ANSWER)
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. References: Work with Time and Pauses in Engagement Studio

NEW QUESTION: 67
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
F. E C B A D
G. E B A D C
H. C B A D E
I. A D E C B
Answer: A (LEAVE A REPLY)
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

NEW QUESTION: 68
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 (LEAVE A REPLY)
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 download17. A completion action can perform various actions, such as adjusting score, adding to list, assigning to user, sending autoresponder email, and so on18. 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 criteria19. A completion action is not retroactive and will only apply to prospects who complete the chosen action moving forward

NEW QUESTION: 69
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 (LEAVE A REPLY)
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.

NEW QUESTION: 70
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 (LEAVE A REPLY)
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. References: Anonymous Visitors

NEW QUESTION: 71
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?
" 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 (LEAVE A REPLY)
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. References: Marketing Cloud Account Engagement Form Fields

NEW QUESTION: 72

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 ([LEAVE A REPLY])

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.

NEW QUESTION: 73

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: ([SHOW ANSWER])

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. References: Salesforce Engagement History: A Complete Overview

NEW QUESTION: 74

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: ([SHOW ANSWER])

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. References Engagement Studio: Rule Steps

NEW QUESTION: 75

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 (LEAVE A REPLY)

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 slightl

NEW QUESTION: 76

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: (SHOW ANSWER)
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 re-enter 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. References: 2: Repeating Engagement Programs

NEW QUESTION: 77
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: (SHOW ANSWER)
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 undone11. 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

NEW QUESTION: 78
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: D (LEAVE A REPLY)
Explanation
If 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, they should use the dependent fields feature in Marketing Cloud Account Engagement. Dependent fields allow you to display or hide certain fields based on the value of another field. For example, if the prospect chooses "United States" as the country, the state field will appear as a dropdown with the list of states. If the prospect chooses another country, the state field will be hidden2. References: Marketing Cloud Account Engagement Dependent Fields

NEW QUESTION: 79

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: (SHOW ANSWER)

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

NEW QUESTION: 80

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: (SHOW ANSWER)

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

NEW QUESTION: 81

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 (LEAVE A REPLY)
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. References: Salesforce documentation

NEW QUESTION: 82
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 (LEAVE A REPLY)
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.

NEW QUESTION: 83
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 (LEAVE A REPLY)
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

NEW QUESTION: 84
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 (LEAVE A REPLY)
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.

NEW QUESTION: 85
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 (LEAVE A REPLY)

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 messages6
* 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 audience6
* 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 behaviors6

NEW QUESTION: 86
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: (SHOW ANSWER)
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

NEW QUESTION: 87

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: (SHOW ANSWER)

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 over-marketed 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.

References: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION: 88

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 (LEAVE A REPLY)

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 report56 References: 5: Marketing Cloud Account Engagement Competitor Monitoring: Spy on Competitor SEO Health6: Understanding Marketing Cloud Account Engagement Notifications for User Email Preferences

NEW QUESTION: 89

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 (LEAVE A REPLY)
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

NEW QUESTION: 90
Arrange the steps to Access a Prospect Record:
A. Select Prospect
B. Mouseover Prospects
C. Click Prospect List
D. A B C
E. A C B
F. B C A
G. C A B
Answer: C (LEAVE A REPLY)
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.
References: Salesforce documentation

NEW QUESTION: 91
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 (LEAVE A REPLY)
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. References: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION: 92
Administrators can reset passwords for users
A. True
B. False
Answer: (SHOW ANSWER)
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.
References: Salesforce documentation

NEW QUESTION: 93
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 (LEAVE A REPLY)
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. References: Marketing Cloud Account Engagement Landing Page Reports

NEW QUESTION: 94

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: (SHOW ANSWER)

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. References: Emails, [Create a Text Version of an Email]

NEW QUESTION: 95

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 (LEAVE A REPLY)
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.
References: Marketing Cloud Account Engagement Sync Behavior

NEW QUESTION: 96
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: (SHOW ANSWER)
Explanation
The statement that accurately describes how to create a new field for a Marketing Cloud Account Engagement form is that the field is created as a custom prospect field in the form editor. A custom prospect field is a type of field that allows marketers to collect and store information about prospects that is not available in the default fields. A custom prospect field can be created in the form editor, which is a tool that allows marketers to design and customize forms. The field is not created and added to the form in Engagement Studio, as a custom prospect field on the Prospect Fields page, or as a default account field in the form editor, as these are either different tools, different types of fields, or different places to create fields. References: : Create a Custom Prospect Field

NEW QUESTION: 97
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 (LEAVE A REPLY)
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.
References: Account Engagement Campaign Reporting

NEW QUESTION: 98
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 (LEAVE A REPLY)
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. References: [Social Posting], [Set Up Social Posting Connectors]

NEW QUESTION: 99
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 (LEAVE A REPLY)
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.
References: 1: Segmentation Rules

NEW QUESTION: 100
What is a good default sales ready lead score?
A. 75
B. 50
C. 200
D. 100
Answer: (SHOW ANSWER)
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

NEW QUESTION: 101
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 (LEAVE A REPLY)
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

NEW QUESTION: 102

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 (LEAVE A REPLY)

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. References: Salesforce documentation

NEW QUESTION: 103

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: (SHOW ANSWER)

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

NEW QUESTION: 104

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 ([LEAVE A REPLY](#))
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. References: [Form Reports], [View Form Reports]

NEW QUESTION: 105
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: C ([LEAVE A REPLY](#))
Explanation
The step type that should be used in engagement studio if a user wants to branch prospects down two paths based on actions taken on a marketing asset is a trigger. A trigger is a step type that checks the behavior of the prospects, such as opening an email, clicking a link, submitting a form, etc. A trigger can branch the program based on whether the prospect has completed the behavior or not. For example, a trigger can check if the prospect has clicked on a link in an email and send them different emails accordingly. A rule is a step type that checks the criteria of the prospects, such as field values, list membership, tags, etc. A rule can branch the program based on whether the prospect meets the criteria or not. A wait is a step type that pauses the program for a period of time before executing the next step. A wait does not branch the program. An action is a step type that performs a certain action on the prospects, such as sending an email, adding to a list, changing a field value, etc. An action does not branch the program. References Engagement Studio: Step Types

NEW QUESTION: 106
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 (LEAVE A REPLY)
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 continuously2. References: 2: Dynamic Lists

NEW QUESTION: 107
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: (SHOW ANSWER)
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.
References: Prospect List, [Delete Prospects], [Completion Actions], [Automation Rules]

NEW QUESTION: 108
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 (LEAVE A REPLY)
Explanation
If 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, they should enable the form field option "Maintain the initial value upon subsequent form submissions" (A). This option prevents the field from being overwritten by later submissions. The option "Always display even if previously completed" (B) does not affect the field value, but only the field visibility on the form. The option "Kiosk/Data Entry Mode:
Do not cookie browser as submitted prospect" does not affect the field value, but only the prospect tracking method. The option "Include "Not you?" link to allow visitors to reset the form" (D) does not affect the field value, but only the form reset functionality. References: Create a Form