PrepAwayPDF

ONLINE TEST ENGINE

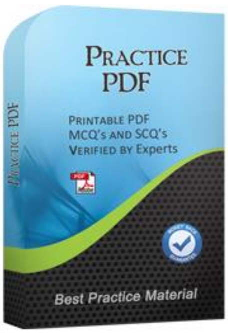
- Online Tool, Convenient, easy to study.
- Instant Online Access
- Supports All Web Browsers
- Practice Online Anytime
- Test History and Performance Review
- Supports Windows / Mac / Android / iOS, etc.

Online Test Engine

DESKTOP TEST ENGINE

- Installable Software Application
- Simulates Real Exam Environment
- Builds Exam Confidence
- Supports MS Operating System
- Two Modes For Practice
- Practice Offline Anytime

Desktop Test Engine



PDF PRACTICE Q&A'S

- Printable PDF Format
- Prepared by IT Experts
- Instant Access to Download
- Study Anywhere, Anytime
- 365 Days Free Updates
- Free PDF Demo Available

PDF Practice Q&A's

60920	59520	59062	59146
Demo Downloads	Successfull Cases	Satisfied Clients	The number of consulting

http://www.prepawaypdf.com/

Best Professional Test Guide Help You Pass and Provide Safe Shopping

Exam : **Marketing-Cloud-Account-Engagement-Specialist**

Title : Salesforce Marketing Cloud Account Engagement Specialist

Vendor : Salesforce

Version : DEMO

NO.1 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 theprogram.

D. Prospects will NOT re-enter the program untilmanually approved to re-enter.

Answer: B
Explanation:
The answer that correctly describes what will happen to the prospects who landed on the End step more than
90 days ago and previously reached the 5 total entries limit is that prospects will re-enter the program immediately. A repeating engagement program is a type of program that allows prospects to re-enter the program after a certain period of time, such as 90 days, and up to a certain number of times, such as 5. If a user changes the total entries limit to a higher number, such as 10, the prospects who have already reached the previous limit, but are eligible to re-enter based on the time period, will re-enter the program as soon as the user restarts the program. Prospects will not 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

NO.2 How can a Prospects score be changed?

A. Segmentation rule

B. Profile

C. Completion Actions

D. Manually

Answer: C D
Explanation:
A prospect's score is a numerical value that indicates their level of interest in your products or services. You can change a prospect's score in two ways: using completion actions or manually.
Completion actions are tasks that are performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to adjust a prospect's score based on their behavior.
Manually, you can edit a prospect's score by entering a new value in the score field on their record.
You cannot change a prospect's score using segmentation rules or profiles. References: [Scoring], Completion Actions, [Edit Prospects]

NO.3 A Marketing Cloud Account Engagement administrator wants to gather a prospect ' s company name and Job title, but only once they have captured prospect ' s first name, last name and email address in a previous form submission.
Which feature should they use?

A. Progressive Profiling

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

NO.4 What is true about building landing pages in Salesforce using the enhanced landing page experience?
A. When you create or edit an enhanced landing page, it is automatically published.
B. The only way to add a Pardot form to page is by adding the iframe code in an HTML component.
C. The page can be associated to either a connected or unconnected campaign.
D. Custom code and script can be added to the header or footer code.
Answer: C
Explanation:
In the enhanced landing page experience within Salesforce, one of the key features is the ability to associate a landing page with either a connected campaign (directly linked to Salesforce campaigns for unified reporting and management) or an unconnected campaign (used solely within Pardot). This flexibility allows marketers to tailor their campaign management strategies according to their specific needs, enhancing the integration and tracking of various marketing efforts directly from within Salesforce.

NO.5 LenoxSoft has a Marketing Cloud Account Engagement form titled ' ' Request a Demo " on their external website.
Which Marketing Cloud Account Engagement report should they use to see how many views their form has received?
A. Conversions Report
B. Landing Page report
C. Form Handler Report

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

NO.6 In an engagement studio program, business hours are enabled for Monday-Friday from 10am-4pm. A prospect enters a Send Ema step at 4:30pm on Friday.
When would the program send the email to the prospect?
A. The email will send immediately.
B. The email will not send.
C. The email will send on Saturday at 10am.
D. The email will send on Monday at 10am.
Answer: D
Explanation:
If business hours are enabled for an engagement studio program, any email steps will be executed only during the specified hours. If a prospect enters an email step outside of the business hours, the email will be queued until the next business hour. Therefore, if a prospect enters a Send Email step at 4:30pm on Friday, and the business hours are Monday-Friday from 10am-4pm, the email will be sent on Monday at 10am

NO.7 Which standard dashboard shows the total submission across all Marketing Cloud Account Engagement landing pages in B2B Marketing Analytics?
A. Pipeline dashboard
B. Engagement dashboard
C. Account-Based Marketing dashboard
D. Multi-Touch Attribution dashboard
Answer: B
Explanation:
The engagement dashboard in B2B Marketing Analytics shows the total submissions across all Marketing Cloud Account Engagement landing pages, as well as other metrics such as views, conversion rate, cost per lead, etc. The engagement dashboard helps marketers measure the performance of their marketing campaigns and optimize their content strategy. The pipeline dashboard shows the revenue generated by marketing campaigns, the account-based marketing dashboard shows the engagement and influence of key accounts, and the multi-touch attribution dashboard shows the impact of marketing touchpoints on sales outcomes. References B2B Marketing Analytics Overview

NO.8 What does the Google Analytics connector allow Marketing Cloud Account Engagement to do?
A. Update the conversion field in Google Analytics.
B. Sync prospects with Google AdWords.
C. Send emails to prospects from Gmail.
D. Append UTM parameters to a prospect record.
Answer: D
Explanation:
The Google Analytics connector allows Marketing Cloud Account Engagement to append UTM parameters to a prospect record. UTM parameters are tags that you can add to the end of a URL to track the source, medium, campaign, term, and content of your web traffic. By connecting Marketing Cloud Account Engagement with Google Analytics, you can automatically add UTM parameters to your Marketing Cloud Account Engagement tracked links and sync them with the prospect records. This allows you to see how your prospects are interacting with your online campaigns and measure their effectiveness

NO.9 What would occur if a single prospect is not both the recipient list and the suppression list for a list email?
A. The prospect will be sent two copies future email sends will not be impacted.
B. The prospect will be sent one copy of the email, but the prospect will be marked opted out for future email sends.
C. The prospect will be sent one copy of the email, but will be suppressed for the next email send.
D. The prospect will NOT be sent the Email, and future email sends will NOT be Impacted.
Answer: D
Explanation:
In Pardot, when a prospect is included in both the recipient list and the suppression list for a list email, the suppression list takes precedence. This means the prospect will not receive the email. Importantly, being on the suppression list for one specific email send does not impact the prospect ' s status for future email sends.
The suppression is specific to the email in question, and future email sends will proceed based on the prospect
' s inclusion in or exclusion from those specific recipient or suppression lists. This ensures that one-time suppression does not inadvertently affect the prospect's eligibility for future communications.

NO.10 By default Marketing Cloud Account Engagement will sync with what types of accounts in Salesforce?
A. Contact Accounts
B. Lead Accounts
C. Persons Accounts
Answer: A
Explanation:
By default, Marketing Cloud Account Engagement will sync with contact accounts in Salesforce. Contact accounts are the standard account type in Salesforce, where each account can have multiple contacts related to it. Marketing Cloud Account Engagement can sync with contact accounts and their related contacts, leads, and opportunities. However, Marketing Cloud Account Engagement can also

sync with person accounts in Salesforce, if they are enabled in your org. Person accounts are a special account type in Salesforce, where each account is also a contact. Marketing Cloud Account Engagement can sync with person accounts and their related opportunities, but not with leads. To sync with person accounts, you need to enable the option in the Salesforce connector settings in Marketing Cloud Account Engagement. For more details - > 121314

NO.11 You can set up Marketing Cloud Account Engagement yourself to sync with Person Accounts.

A. True

B. False (you need to contact Marketing Cloud Account Engagement support to enable this functionality)

Answer: B

Explanation:

You cannot set up Marketing Cloud Account Engagement yourself to sync with Person Accounts. You need to contact Marketing Cloud Account Engagement support to enable this functionality, as it is not available by default. Person Accounts are a special type of account in Salesforce that combines the attributes of both accounts and contacts. To sync Marketing Cloud Account Engagement with Person Accounts, you need to follow some additional steps, such as enabling Person Account Syncing, creating Person Accounts instead of Leads, and adding Marketing Cloud Account Engagement data to Person Account layouts12 References: 1: Person Account Syncing with Salesforce2: What To Know Before Using Person Accounts in Marketing Cloud Account Engagement & Salesforce

NO.12 Which three options are available when working on a list email, but are NOT available when working on a Marketing Cloud Account Engagement email template?

Choose 3 answers

A. Ability to send the email immediately

B. Sender options

C. Ability to schedule the email

D. Custom reply-to address

E. Recipient and suppression lists

Answer: A C E

Explanation:

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

* Ability to send the email immediately. This option allows the Marketing Manager to send the list email to the selected recipients as soon as the email is ready, without scheduling it for a later date or time. This option is useful for urgent or time-sensitive 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

NO.13 The VP of Marketing wants to see all automation rules and engagement studio programs that a prospect has been a member of. Where should the VP of Marketing look to find this information?

A. Automation settings

B. Scoring rules

C. Prospect ' s Audits tab

D. Lifecycle report

Answer: D

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

NO.14 Which two requirements must be met in order to have both a Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field?
Choose 2 answers

A. The Lead and Contact fields must have the same Salesforce field label.

B. The Lead and Contact fields must have the same API name.

C. The Marketing Cloud Account Engagement field must be mapped to the Salesforce field.

D. The Marketing Cloud Account Engagement field must be a drop-down field.

Answer: B C

Explanation:
In order to have both a Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field, two requirements must be met. They are:
* The Lead and Contact fields must have the same API name. The API name is the unique identifier of a field in Salesforce, and it must match exactly between the Lead and Contact objects. For example, if the Lead field has an API name of Lead_Source__c, the Contact field must also have the same API 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

NO.15 Which two prospect activities trigger a sync from Marketing Cloud Account Engagement to Salesforce?
Choose 2 answers

A. Submitting a form

B. Opening an email

C. Clicking a custom redirect

D. Unsubscribing from email

Answer: A B

Explanation:
According to the Salesforce documentation, the two prospect activities that trigger a sync from Marketing Cloud Account Engagement to Salesforce are: A) Submitting a form, and B) Opening an email. A form submission is an activity that occurs when a prospect fills out and submits a Marketing Cloud Account Engagement form or a form handler. An email open is an activity that occurs when a prospect opens an email sent from Marketing Cloud Account Engagement. These two activities will trigger a sync from Marketing Cloud Account Engagement to Salesforce, meaning that the prospect's information and activity data will be updated in Salesforce. A sync from Marketing Cloud Account Engagement to Salesforce happens when a prospect is created or updated in Marketing Cloud Account Engagement, or when a prospect performs a significant activity in Marketing Cloud Account Engagement. Clicking a custom redirect or unsubscribing from email are not activities that trigger a sync from Marketing Cloud Account Engagement to Salesforce, as they are not considered significant activities in Marketing Cloud Account Engagement. A custom redirect is a trackable URL that can be used to measure and report on the clicks of any online content. An unsubscribe is an action that occurs when a prospect opts out of receiving emails from the sender. These two activities will not trigger a sync from Marketing Cloud Account Engagement to Salesforce, unless they are combined with other activities that do trigger a sync, such as submitting a form or opening an email.
References: Salesforce documentation

NO.16 A CNAME or vanity alias, is used to provide a seamless transition for your prospects when visiting pages and forms that you host on your site and Marketing Cloud Account Engagement hosted campaign elements such as; landing pages, search results and individually tracked links sent in your emails.

A. True

B. False

Answer: A

Explanation:
A CNAME or vanity alias is used to provide a seamless transition for your prospects when visiting pages and forms that you host on your site and Marketing Cloud Account Engagement hosted campaign elements such as landing pages, search results and individually tracked links sent in your emails. This is true because a CNAME allows you to use your own domain name instead of the default go.Marketing Cloud Account Engagement.com domain name, which enhances your branding and trustworthiness.

NO.17 How many CRM How many CRM connectors can a Marketing Cloud Account Engagement instance have verified at one time?

A. 1

B. 2

C. 5

D. Unlimited

Answer: A

Explanation:
A Marketing Cloud Account Engagement instance can have only one CRM connector verified at one time. A CRM connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your CRM system, such as Salesforce or Microsoft Dynamics. A CRM

connector enables bi-directional data sync between Marketing Cloud Account Engagement and your CRM, and allows you to align your marketing and sales processes. You can only have one CRM connector verified at one time, because Marketing Cloud Account Engagement can only sync with one CRM system at a time. If you want to switch to a different CRM system, you need to disconnect your current CRM connector and verify a new one

NO.18 What is an identified visitor?

A. A visitor whose organization has been identified using a reverse IP lookup.

B. A visitor who has been matched with a Marketing Cloud Account Engagement prospect record.

C. A visitor who has provided their contact Information in a Marketing Cloud Account Engagement form.

D. A visitor who has provided their organization in a Marketing Cloud Account Engagement form.

Answer: C

Explanation:

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

NO.19 A user wanes to use page actions to notify a specific user when a prospect visits an entire section of their website. This section contains three URLs:

* https://www.tenoxsoft.eom/products/A
* haps://www.tenoxsoft.con-i/products/B
* https://www.lenoxsoft.eom/pfodocts/C

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

A. Create one page action with comma-separated URLs.

B. Set the page action URL as https://www.lenoxsoft.com/products/B

C. Create three separate page actions, one for each URL.

D. Set the page as a priority page in Marketing Cloud Account Engagement.

Answer: B

Explanation:

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

NO.20 LenoxSoft's email template designer has been tasked with driving more engagement with the

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

NO.21 What could cause standard sync actions from occurring?
A. A large sync queue
B. Connector is not verified or has become unverified
C. Salesforce API limit has been reached
D. All of the above
Answer: D
Explanation:
All of the above options could cause standard sync actions from occurring. A large sync queue means that there are many prospects waiting to be synced between Marketing Cloud Account Engagement and Salesforce, which could delay or prevent the sync process. A connector that is not verified or has become unverified means that the authentication between Marketing Cloud Account Engagement and Salesforce has failed, which could interrupt the sync process. A Salesforce API limit that has been reached means that the number of API calls that Salesforce allows per day has been exceeded, which could stop the sync process34 References: 3: Salesforce Marketing Cloud Account Engagement Consultant Certification Flashcards4: Salesforce Certified Marketing Cloud Account Engagement Consultant Exam Flashcards

NO.22 An engagement studio program is enabled to repeat. The prospects are eligible to repeat after one day and can repeat three times.

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

A. The prospect will start the program over at the beginning after waiting one day.

B. The prospect will not restart the program; prospects can only process through once.

C. The prospect will start the program over at the beginning immediately.

D. The prospect will not restart the program; they have reached the maximum number of repeats.

Answer: A

Explanation:

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

References: Repeating Engagement Studio Flows Introduction

NO.23 What are the daily system generated emails?

A. Daily prospect activity emails (for all prospects)

B. Daily prospect activity emails (for my prospects)

C. Daily visitor activity emails

D. Prospect assignment notification

E. Daily prospect assignment emails

F. Weekly search marketing email (sent on Mondays)

G. Starred prospect activity alerts

Answer: A B C E

Explanation:

The daily system generated emails are: daily prospect activity emails (for all prospects), daily prospect activity emails (for my prospects), daily visitor activity emails, and daily prospect assignment emails. These are the emails that Marketing Cloud Account Engagement sends to users based on their preferences, which provide a summary of the activities and actions of prospects and visitors on a daily basis. Daily prospect activity emails (for all prospects) show the activities of all prospects in your Marketing Cloud Account Engagement account. Daily prospect activity emails (for my prospects) show the activities of the prospects that are assigned to you. Daily visitor activity emails show the activities of the anonymous visitors on your website. Daily prospect assignment emails show the prospects that have been assigned to you or to other users910 References: 9: Auto generated email - How to guide10: Customizing the System Generated Emails

NO.24 Which asset needs to be created first m order for a user to send a prospect a one-to-one email?

A. Autoresponder

B. Engagement studio program email

C. Email template

D. List email

Answer: C
Explanation:
According to the Salesforce documentation, the asset that needs to be created first in order for a user to send a prospect a one-to-one email is an email template. A one-to-one email is an email that is sent to an individual prospect, such as a follow-up or a confirmation email. A one-to-one email can be sent from the prospect record, a list, a report, or a campaign. To send a one-to-one email, the user needs to have an email template that defines the content and layout of the email. An email template can be created in Email Studio or Content Builder, and it can be personalized with variable tags or dynamic content. An autoresponder, an engagement studio program email, or a list email are not assets that need to be created first in order for a user to send a prospect a one-to-one email, as they are related to other types of email sends, such as automated responses, program emails, or mass emails. References: Salesforce documentation

NO.25 What happens if a prospect is removed from a drip program and later added back?
A. They will start the drip campaign again.
B. Prospects can ' t be added to drip campaigns after they have been removed.
C. They will skip the first step and move to the second step.
D. They will resume the drip where they left off
Answer: D
Explanation:
Drip programs are automated email campaigns that send a series of messages to prospects based on predefined criteria and triggers. If a prospect is removed from a drip program, they will stop receiving any emails from that program. However, if they are added back to the same drip program, they will resume the drip where they left off, unless the drip program has been reset or modified. References: [Drip Programs],
[Add Prospects to Drip Programs]

NO.26 A form is used to capture prospect data for a yearly conference. The form needs to add prospects to a list after the submit, but it should not retroactively apply actions to prospects that have already filled out the form.
What automation tool would effectively achieve this goal?
A. Use a segmentation rule to add prospects to a list
B. Use a dynamic list to add prospects to a list
C. Use a completion action to add prospects to a list
D. Use an automation rule to add prospects to a list
Answer: C
Explanation:
The automation tool that would effectively achieve the goal of adding prospects to a list after they submit a form, but not retroactively applying actions to prospects that have already filled out the form, is a completion action. Completion actions are actions that are triggered when a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. Completion actions are executed in real time and only affect the prospects who complete the activity after the action is set up. Segmentation rules, dynamic lists, and automation rules are not suitable for this goal, as they are either retroactive, recurring, or based on criteria other than a specific activity.
References Completion Actions Overview

NO.27 A user wants to set up an automated grading model in Marketing Cloud Account Engagement.
Which two components are required to achieve this? Choose 2 answers

A. Profile

B. Automation Rule

C. Marketing Cloud Account Engagement Score

D. Dynamic List

Answer: A B

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

NO.28 Which three user role security limits can be added to an individual user account? (Choose three answers.)

A. Max number of emails the user can send.

B. Max number of prospects the user can manually delete.

C. Max number of records a user can import.

D. Max number of prospects the user can manually create.

E. Max number of prospects the user can export.

Answer: A C E

Explanation:
The three user role security limits that can be added to an individual user account are max number of emails the user can send, max number of records a user can import, and max number of prospects the user can export. User role security limits are optional settings that allow you to restrict the actions that a user can perform in Marketing Cloud Account Engagement, based on their user role. You can use user role security limits to prevent users from sending too many emails, importing or exporting too many records, or deleting prospects or assets. User role security limits can be applied to individual user accounts or to user roles

NO.29 Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?

A. Total submissions

B. Unique submissions

C. Conversions

D. unique clicks

Answer: B

NO.30 Your client is looking for a way to increase the quality of leads that are being passed from marketing to sales.
What advice do you offer?
A. Only pass on leads that are very active on your site no matter the company profile.
B. Implement a blended lead scoring and grading system.
C. Automatically assign all leads to sales reps in a round-robin system.
D. Add more landing pages and forms to your site to increase the number of conversion opportunities.
Answer: B
Explanation:
According to the Salesforce documentation, the advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales is: B) Implement a blended lead scoring and grading system. A lead scoring and grading system is a feature that allows users to measure and qualify the prospects based on their level of interest and fit for the business. A lead scoring and grading system can help users to prioritize and segment the prospects, and to pass the most qualified leads from marketing to sales. A lead scoring and grading system consists of two components: scoring and grading.
Scoring is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. Scoring can be done automatically by the default scoring model in Marketing Cloud Account Engagement, or manually by customizing the scoring rules. Grading is a letter value that indicates the level of fit of a prospect, based on their attributes, such as industry, job title, location, or company size. Grading can be done manually by creating profiles and matching them with the prospect's information. By implementing a blended lead scoring and grading system, the client can increase the quality of leads that are being passed from marketing to sales, as they can identify the prospects who have both a high score and a high grade, meaning that they are both interested and suitable for the business. Only passing on leads that are very active on the site no matter the company profile, automatically assigning all leads to sales reps in a round-robin system, or adding more landing pages and forms to the site to increase the number of conversion opportunities are not the best advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales, as they are either ineffective, inefficient, or irrelevant ways of qualifying and prioritizing the leads. References: Salesforce documentation