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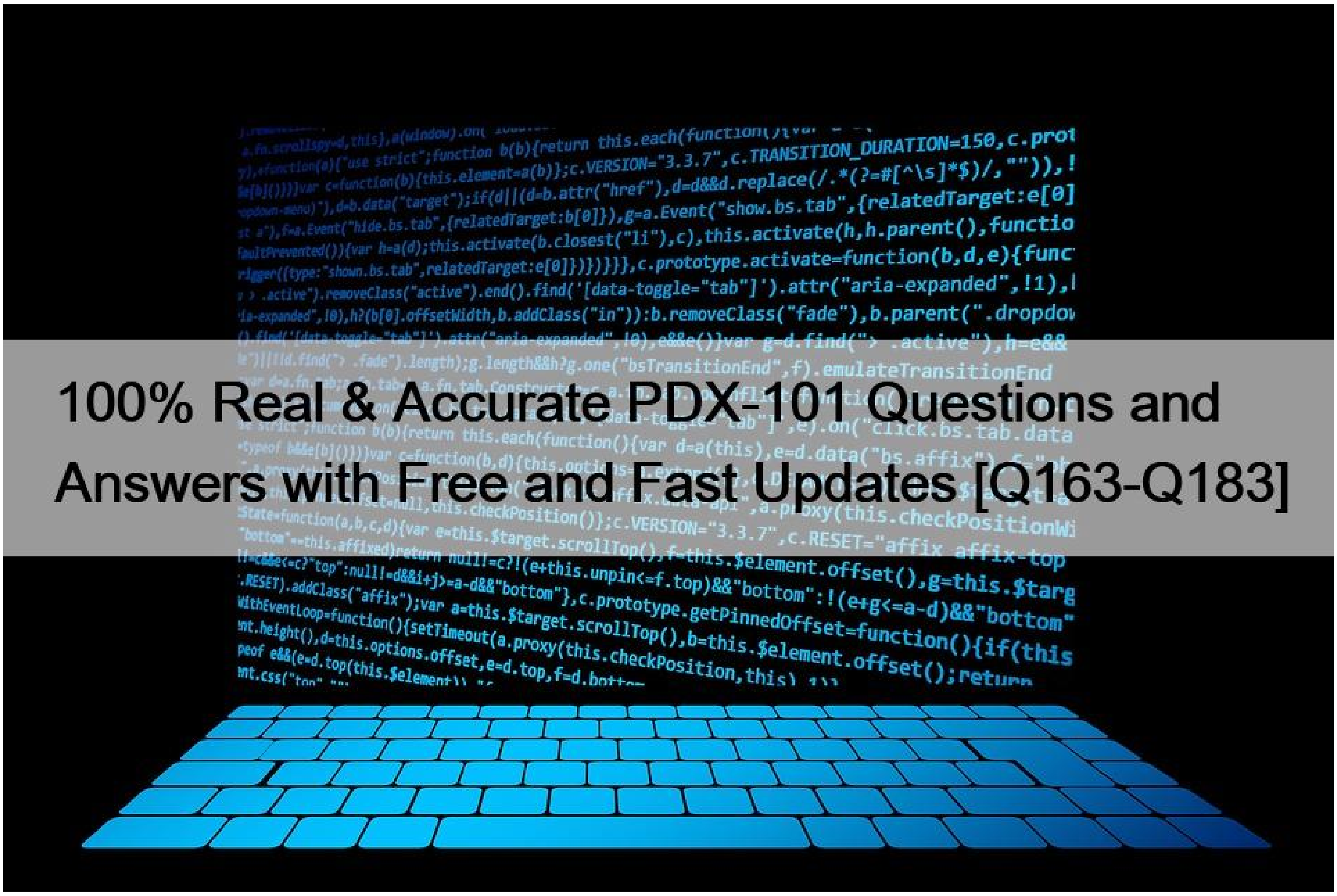

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NEW QUESTION 163

Form or Form Handler? I need to maintain my current lead flow.
* Form
* Form Handler

NEW QUESTION 164

What are 3 webinar connectors Marketing Cloud Account Engagement offers?
* WebEx
* Adobe Connect
* ReadyTalk
* GoTo Webinar
* AnyMeeting

Marketing Cloud Account Engagement offers three webinar connectors: Adobe Connect, ReadyTalk, and GoToWebinar. These connectors allow you to integrate Marketing Cloud Account Engagement with these web conferencing platforms and register prospects for webinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions. You can also sync webinar data, such as registrations and attendance, between Marketing Cloud Account Engagement and these platforms and use them for segmentation, automation, and reporting. Marketing Cloud Account Engagement does not offer webinar connectors for WebEx or AnyMeeting.

Answer A and E are incorrect because Marketing Cloud Account Engagement does not offer webinar connectors for WebEx or AnyMeeting, as explained above. Reference: [Webinar Connectors], [Set Up Webinar Connectors]

NEW QUESTION 165

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

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.
Reference: Salesforce documentation

NEW QUESTION 166

How often does Marketing Cloud Account Engagement sync with Salesforce?
* 5 minutes
* Real time
* 10 minutes
* 30 minutes

Marketing Cloud Account Engagement syncs with Salesforce every 10 minutes. Marketing Cloud Account Engagement and Salesforce work together to keep data aligned between the two platforms. Some of the data that syncs bi-directionally are leads, contacts, and campaigns. Some of the data that syncs one-directionally from Salesforce to Marketing Cloud Account Engagement are accounts, opportunities, and tasks. Marketing Cloud Account Engagement syncs with Salesforce every 10 minutes by default, but you can also trigger a sync manually or by certain actions. For example, you can sync a prospect from their record in Marketing Cloud Account Engagement or Salesforce, or you can sync a group of prospects by using automation rules, segmentation rules, or imports. You can also sync a prospect by changing their Marketing Cloud Account Engagement campaign, assigned user, or email opt-out status. You can view the sync status and history on the prospect record in Marketing Cloud Account Engagement or Salesforce. For more details -> 18192021

NEW QUESTION 167

Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?
* Total submissions
* Unique submissions
* Conversions
* unique clicks

NEW QUESTION 168

Identify three webinar connectors for Marketing Cloud Account Engagement
* ReadyTalk, GoTo Webinar, WebEx
* WebEx, JoinMe, GoTo Webinar
* Zoho, WebEx, ReadyTalk
* Adobe Connect, Lync, BlueJeans
Marketing Cloud Account Engagement has native webinar connectors for ReadyTalk, GoToWebinar, and WebEx. These connectors allow you to sync webinar data with Marketing Cloud Account Engagement and use it for segmentation, automation, and reporting. You can also create webinar campaigns in Marketing Cloud Account Engagement and track the registration and attendance of prospects

NEW QUESTION 169

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.

If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?
* Day 4
* Day 3
* Day 0
* Day 5

NEW QUESTION 170

What must be created in order to send an autoresponder?
* Test email
* One-to-one email
* Email template
* List email

NEW QUESTION 171

LenoxSoft wants the “State” field to appear in real-time whenever a prospect selects “United States” for the “Country” field when completing their Pardot form.

Which form feature should be utilized?
* Progressive Profiling
* Email Validation
* Kiosk/Data Entry Mode
* Dependent fields

NEW QUESTION 172

A Marketing Manager wants to create a new prospect in Marketing Cloud Account Engagement.

What are three ways the Marketing Manager can create a new prospect?

Choose 3 answers
* Click the “Send to Account Engagement” button on a Salesforce Lead.

* Manually add a prospect in Marketing Cloud Account Engagement.
* Import a .CSV file with the prospect’s email address.
* Set up an automation rule that creates prospects.
* Add a completion action to assign to a user.

There are three ways the Marketing Manager can create a new prospect in Marketing Cloud Account Engagement. They are:

Click the “Send to Account Engagement” button on a Salesforce Lead. This option allows the Marketing Manager to send a one-to-one email to a lead in Salesforce using an Account Engagement email template. If the lead does not already exist as a prospect in Account Engagement, it will be created automatically and synced with Salesforce1 Manually add a prospect in Marketing Cloud Account Engagement. This option allows the Marketing Manager to create a new prospect record in Account Engagement by entering the prospect’s email address and other information. The prospect can then be added to lists, campaigns, or engagement programs2 Import a .CSV file with the prospect’s email address. This option allows the Marketing Manager to import a list of prospects from a .CSV file into Account Engagement. The file must contain the prospect’s email address as the first column, and can also include other fields. The imported prospects can then be assigned, tagged, or added to lists or campaigns

NEW QUESTION 173

What does the gear icon on the prospect list allow you to do?
* Copy
* Assign
* Delete
* Edit

According to the Salesforce documentation, the actions that can be done with the gear icon on the prospect list are: B) Assign, C) Delete, and D) Edit. The gear icon is a feature that allows users to perform different actions on a prospect or a group of prospects from the Prospect List. The gear icon can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different options for the selected prospect or prospects, such as assign, delete, or edit. The assign option allows the user to assign the prospect or prospects to a user, a group, or a queue. The delete option allows the user to delete the prospect or prospects from Marketing Cloud Account Engagement. The edit option allows the user to edit the prospect or prospects’ information, such as name, email, or custom fields. The copy option is not an action that can be done with the gear icon on the prospect list, as it is not an available option for the prospect or prospects. Reference: Salesforce documentation

NEW QUESTION 174

An Administrator wants to create a list whose members are all in the prospecting stage of the opportunity. Once the opportunity moves to another stage, the prospect should no longer be a member of this list. Which automation tool should the Administrator use to create this list?
* Static list
* Dynamic list
* Completion Action
* Automation Rule

NEW QUESTION 175

A form uses an autoresponder email.

In Pardot, which report should a user review if they want to view the deliverability statistics for that email?
* Form report
* Email Template report
* List Email report

* Autoresponder report
To review the deliverability statistics for an autoresponder email sent in response to a form submission in Pardot, the appropriate report to consult is the Autoresponder report. This report provides specific metrics on the performance of autoresponder emails, including delivery rates, open rates, click-through rates, and any bounces. Unlike generic form reports or list email reports, the Autoresponder report focuses on the emails triggered automatically after a form is completed, providing detailed insights relevant to these specific interactions.

NEW QUESTION 176

Arrange the steps to Access a Prospect Record:

A . Select Prospect

B . Mouseover Prospects

C . Click Prospect List
* A B C
* A C B
* B C A
* C A B
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.

NEW QUESTION 177

What will undelete a prospect?
* If the deleted prospect is imported into Pardot with the same email address
* If the deleted prospect visits a web page
* If the deleted prospect re-converts by filling out a form with the same email address
– if the deleted prospect is imported into Pardot with the same email address

– If the deleted prospect re-converts by filling out a form with the same email address

– if the deleted prospect clicks a custom redirect

– if a deleted prospect downloads a non image file

– if the deleted prospect has an associated record in the CRM.

NEW QUESTION 178

Form or Form Handler? I need to be able to edit and change my form directly.
* Form
* Form Handler

NEW QUESTION 179

Which list email report metric represents the total number of emails minus hard and soft bounces?
* Total Opt Outs
* Total Sent
* Total Queued
* Total Delivered

NEW QUESTION 180

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
* Enable HTTPS
* Honeypot Technique
* Dependent Fields
* reCaptcha

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. Reference: Salesforce documentation

NEW QUESTION 181

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?
* Conversions Report
* Landing Page report
* Form Handler Report
* Form Report

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. Reference: Account Engagement Campaign Reporting

NEW QUESTION 182

Which three variable tags can be used on layout templates for landing pages?

(Choose three answers.)
* %%description%%
* %%name%%
* %%tittle%%
* %%form%%
* %%content%%

NEW QUESTION 183

When should an automation rule be used instead of a segmentation rule?
* To perform the action to only apply once for prospects that match the rule.
* To perform the action to be based on criteria.
* To have the action retroactively apply to prospects that match the rule.
* To perform the action to apply continuously for prospects that match the rule.