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Exam : **MC-201**

Title : Salesforce Certified Marketing
Cloud Account Engagement
Specialist

Vendor : Salesforce

Version : DEMO

NO.1 A user needs to change which email template is used in a running engagement program. What is the first step the user must take in order to make this change?

- A. Copy the original Engagement Program
- B. Change the wait time for the template
- C. Delete the old sent email
- D. Pause the Program

Answer: D

According to the Salesforce documentation, the first step the user must take in order to change which email template is used in a running engagement program is to pause the program. A running engagement program is a program that is actively sending emails and performing actions to the prospects in the program. To make any changes to a running program, such as changing the email template, the user must first pause the program to stop the email sends and actions. After making the changes, the user can resume the program and continue the email sends and actions. Copying the original engagement program, changing the wait time for the template, or deleting the old sent email are not the first steps the user must take, as they will not allow the user to change the email template in the running program. Reference: Salesforce documentation

NO.2 When are visitors converted to prospects?

- A. When they run through completion actions
- B. When an automation rule runs
- C. When a prospect fills out a form or form handler
- D. When the prospect visits a Marketing Cloud Account Engagement landing page

Answer: C

Visitors are anonymous web browsers who have interacted with your online marketing content, such as your website, landing pages, or custom redirects. Visitors are converted to prospects when they fill out a form or form handler, which captures their email address and other information. Filling out a form or form handler is the only way to convert a visitor to a prospect. Running through completion actions, matching an automation rule, or visiting a Marketing Cloud Account Engagement landing page do not convert visitors to prospects, unless they also fill out a form or form handler on those pages. Reference: Visitors and Prospects, Forms and Form Handlers

NO.3 A user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program.

Which prospects will process through the new step once the program is started again?

- A. All prospects on the recipient list
- B. All prospects in the program
- C. All prospects new to the program
- D. All prospects on the suppression list

Answer: C

The prospects that will process through the new step once the program is started again are all prospects new to the program. When a user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program, the new step will apply only to the prospects who enter the program after the program is resumed. The prospects who are already in the program will not go back to the new step, but will continue from

their current position in the program. This is because a non-repeating engagement studio program allows prospects to go through the program only once and does not allow them to repeat any steps or actions. Therefore, the new step will not affect the prospects who have already processed through the program. Option A is not correct because not all prospects on the recipient list will process through the new step once the program is started again. The recipient list is the list of prospects who are eligible to enter the program. However, some of the prospects on the recipient list might have already entered and completed the program before the new step was added. Those prospects will not process through the new step, as they have already exited the program. Option B is not correct because not all prospects in the program will process through the new step once the program is started again. The prospects in the program are the prospects who have entered the program and are either active or paused in the program. However, some of the prospects in the program might have already passed the position where the new step was added. Those prospects will not process through the new step, as they have already moved forward in the program. Option D is not correct because none of the prospects on the suppression list will process through the new step once the program is started again. The suppression list is the list of prospects who are excluded from entering the program. The suppression list can be used to prevent prospects who are already customers, competitors, or partners from receiving marketing emails. The prospects on the suppression list will never enter or process through the program, regardless of the new step

NO.4 What triggers a prospect record to sync from Marketing Cloud Account Engagement to the CRM? Choose 2 answers

- A. Landing page submission
- B. Mapping new custom fields
- C. Form submission
- D. Opening an email

Answer: A,C

The two activities that trigger a prospect record to sync from Marketing Cloud Account Engagement to the CRM are landing page submission and form submission. A prospect record is a record that contains the information and activities of a potential customer in Marketing Cloud Account Engagement. A sync is a process that updates the data between Marketing Cloud Account Engagement and your CRM system, such as Salesforce or Microsoft Dynamics. A sync can be initiated from Marketing Cloud Account Engagement to the CRM, or from the CRM to Marketing Cloud Account Engagement, depending on the activity or the data change. A landing page submission is an activity that occurs when a prospect fills out a form on a landing page, which 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. A form submission is an activity that occurs when a prospect fills out a form, which is a web element that allows you to collect information from your prospects, such as their name, email, or company. Both landing page submission and form submission trigger a prospect record to sync from Marketing Cloud Account Engagement to the CRM, because they create or update the prospect data in Marketing Cloud Account Engagement, and Marketing Cloud Account Engagement pushes the data to the CRM

NO.5 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

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. Reference: Salesforce documentation

NO.6 Which Pardot feature should be used to track prospect access to a file hosted outside of Pardot?

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

Answer: C

When tracking access to files hosted outside of Pardot, the best feature to use is a Custom redirect. This tool allows Pardot users to create trackable URLs which can then be used to direct prospects to external files. The interactions with these URLs are tracked, capturing data whenever a prospect accesses the link. This enables marketers to gather analytics on file access even when the content itself is not hosted within Pardot, providing valuable insights into prospect engagement with external resources.

NO.7 Which two actions occur when an automation rule is deleted?

Choose 2 answers

- A. Prospects will no longer be able to match the rule.
- B. The rule will be sent to the recycle bin in paused mode.
- C. Actions that have applied to prospects are undone.
- D. Any prospects who matched the rule will be deleted.

Answer: A,B

When an automation rule is deleted, it means that the rule is no longer active and will not run on any prospects. Therefore, prospects will no longer be able to match the rule (A). The rule will also be sent to the recycle bin in paused mode, where it can be restored or permanently deleted (B). However, deleting an automation rule does not undo the actions that have already been applied to the prospects who matched the rule before. Nor does it delete any prospects who matched the rule (D). Reference: Using Account Engagement Automation Rules vs. Salesforce Flows

NO.8 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

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

NO.9 By default (using business accounts) Marketing Cloud Account Engagement creates new records as:

A. Leads

B. Contacts

Answer: A

By default (using business accounts), Marketing Cloud Account Engagement creates new records as leads in Salesforce. This means that when a prospect is assigned to a user in Marketing Cloud Account Engagement, and there is no matching lead or contact in Salesforce, Marketing Cloud Account Engagement will create a new lead record in Salesforce and sync with it. However, you can also configure Marketing Cloud Account Engagement to create new records as contacts or person accounts in Salesforce, depending on your preference. To do this, you need to enable the option in the Salesforce connector settings in Marketing Cloud Account Engagement, and make sure that the connector user has the appropriate permissions in Salesforce. For more details -> 151617

NO.10 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: A

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

NO.11 What does Marketing Cloud Account Engagement set on visitors' browsers to track their activities?

A. UTM Parameters

B. Tracking Pixels

C. Cookies

D. Google Analytics Tracking Code

Answer: C

Marketing Cloud Account Engagement sets cookies on visitors' browsers to track their activities. Cookies are small bits of text that a website leaves with the browser so the website can remember who the visitor is. Cookies are the most common method used to identify users online and provide a personalized browsing experience. Marketing Cloud Account Engagement uses cookies to track visitor behavior on the website, such as pages visited, forms submitted, or files downloaded. Marketing Cloud Account Engagement also uses cookies to associate visitors with prospects once they fill out a form or click on a tracked link in an email. Option A is not correct because UTM parameters are not set by Marketing Cloud Account Engagement, but by the marketer who creates the URL with query strings that indicate the source, medium, campaign, and other information of the traffic. Option B is not correct because tracking pixels are not set by Marketing Cloud Account Engagement, but by the email client that renders the email with a hidden image that sends a request to Marketing Cloud Account Engagement's server and records the open event. Option D is not correct because Google Analytics tracking code is not set by Marketing Cloud Account Engagement, but by the website owner who embeds the code on the website to collect and analyze web traffic data. Reference: The Ultimate Marketing Cloud Account Engagement Admin Guide to Web Tracking Cookies - The Spot, 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

NO.12 A marketer wants to assign prospect to a group of users if the prospects meet the following criteria:

- * Score greater than 100
- * Grade greater than a B
- * Has completed a form on any landing page
- * Has a "Product of Interest" field value of either A or B

What automation tool could be used to assign the prospects?

- A. An automation rule with rule groups
- B. Completion actions on each landing page
- C. A segmentation rule with the groups
- D. Completion actions on each Form

Answer: A

In Pardot, the best tool to use for assigning prospects to a group of users based on specific criteria is an automation rule with rule groups. Automation rules allow for the creation of complex criteria that prospects must meet to trigger certain actions. In this scenario, the rule would check for prospects with a score greater than 100, a grade greater than B, completion of any form on a landing page, and a "Product of Interest" field value of either A or B. Once a prospect meets these conditions, the automation rule can then assign them to the specified group of users. This method is efficient for processing large numbers of prospects automatically and continuously, which is not as feasible with completion actions on forms or landing pages, or with a one-time use segmentation rule.

NO.13 Form or Form Handler? I need total control over my form's appearance.

- A. Form
- B. Form Handler

Answer: B

Form handlers give you total control over your form's appearance, since you can use your own HTML and CSS to design and style your forms¹. Form handlers also allow you to use any custom or advanced features that Marketing Cloud Account Engagement forms may not support, such as file uploads, conditional logic, or complex validation³. Form handlers are ideal for web developers who want to have full flexibility and customization over their forms

NO.14 You want to track prospects that click on a banner ad. What do you use?

- A. Customer redirect
- B. Page actions
- C. Lead scoring and grading
- D. Completion actions

Answer: A

Custom redirects are special URLs that track link clicks and conversions for any online marketing content, such as banner ads, social media posts, or third-party websites. You can use custom redirects to measure the effectiveness of your online advertising campaigns and track the behavior of prospects who click on your links. Reference: Custom Redirects, Create Custom Redirects

NO.15 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

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.16 A new automation rule is created.

What action is required for prospects to begin matching that automation rule?

- A. Resume the rule after saving
- B. Save the rule without any additional action
- C. Schedule the rule to run before saving it
- D. Preview the rule before saving it

Answer: B

A new automation rule does not require any additional action for prospects to begin matching that automation rule, other than saving the rule. Automation rules are active by default once they are saved, and they run every hour to match prospects based on the rule criteria. Resuming, scheduling,

or previewing the rule are not actions that are required for prospects to begin matching the rule, but they are optional features that can be used to manage or test the rule. Reference Automation Rules Overview

NO.17 LenoxSofts marketing manager wants to keep email branding consistent. They want Marketing Cloud Account Engagement users to be able to select this email content when building out engagement studio programs, one-to-one emails, and autoresponders.

How could this goal be achieved?

- A. Create and publish an email template
- B. Create an email template draft
- C. Create an operational email
- D. Create a list email draft

Answer: A

The best way to achieve the goal of keeping email branding consistent and allowing Marketing Cloud Account Engagement users to select the email content when building out engagement studio programs, one-to-one emails, and autoresponders is to create and publish an email template. An email template is a reusable email layout that can be used for different types of emails in Marketing Cloud Account Engagement. An email template can contain text, HTML, images, variable tags, and dynamic content. An email template can be customized to match the branding and design of the company's website and other marketing materials. An email template can be published to make it available for use in Marketing Cloud Account Engagement¹. Option B is not correct because an email template draft is a template that has not been published yet and cannot be used for emails until it is published. Option C is not correct because an operational email is a type of email that is sent to prospects regardless of their opt-in status and is used for important or transactional messages, such as invoices, receipts, or password resets. An operational email is not a reusable email layout and does not affect the branding consistency. Option D is not correct because a list email draft is an email that has not been sent yet and can be used only once. A list email draft is not a reusable email layout and does not affect the branding consistency.

NO.18 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

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. Reference: 3: Scoring and Grading Prospects

NO.19 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

Answer: B

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.

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. Reference: [Automation Rules], [Repeat Automation Rules]

NO.20 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

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.21 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
- A. E C B A D
 - B. E B A D C
 - C. C B A D E
 - D. A D E C B

Answer: A

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

NO.22 How many times can one automation rule match an individual prospect?

- A. 2
- B. 3
- C. 1
- D. 4

Answer: C

One automation rule can match an individual prospect only once. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as adding them to a list, assigning them to a user, or changing their field values. However, an automation rule can only match a prospect once in its lifetime, even if the prospect meets the criteria again later. This prevents duplicate or conflicting actions from being applied to the same prospect

NO.23 Creating or marking an opportunity as lost will result in the change of a prospect's score

- A. True
- B. False

Answer: A

Creating or marking an opportunity as lost will result in the change of a prospect's score. This is because opportunities are one of the factors that affect the scoring of prospects in Marketing Cloud Account Engagement. Scoring is a numerical value that indicates the level of interest or engagement of a prospect in your products or services. Scoring is based on the actions and activities of prospects, such as opening emails, clicking links, filling out forms, visiting landing pages, and creating or updating opportunities. When an opportunity is created or marked as lost, the prospect's score will change accordingly. For example, if you have a scoring rule that adds 50 points to a prospect's score when an opportunity is created, and subtracts 25 points when an opportunity is lost, then creating or marking an opportunity as lost will affect the prospect's score by those amounts.

Answer B is incorrect because creating or marking an opportunity as lost will not result in no change of a prospect's score, as explained above. Reference: Scoring, Opportunities

NO.24 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

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

- A. True

B. False

Answer: A

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

NO.26 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

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

NO.27 By default, which two objects does Pardot write to in Salesforce?

Choose 2 answers

- A.** Lead records
- B.** Case records
- C.** a Contact records
- D.** Account records
- E.** Opportunity records

Answer: A,C

By default, Pardot integrates closely with Salesforce CRM to synchronize data primarily with two key standard objects: Lead and Contact records. This integration allows Pardot to write marketing data directly to these objects, enabling a seamless flow of information about prospects' activities and engagement. This capability is foundational for maintaining updated and relevant data within Salesforce, facilitating more targeted and effective sales and marketing efforts. Case, Account, and Opportunity records, while important within Salesforce, do not receive direct writes from Pardot by default, although they can be involved in more advanced, customized integrations.

NO.28 What information can you find about your competitors in Marketing Cloud Account

Engagement?

- A. Alexa rank
- B. BBB score
- C. News article mentions
- D. Number of inbound links
- E. Number of indexed pages

Answer: A,D,E

You can find the following information about your competitors in Marketing Cloud Account Engagement: Alexa rank, number of inbound links, and number of indexed pages. These are the metrics that Marketing Cloud Account Engagement's competitor website monitoring feature provides, which help you assess how well your competitors' websites are performing in terms of SEO. Alexa rank is a measure of how popular a website is compared to millions of other websites. Number of inbound links is the total number of links from other websites that point to a website. Number of indexed pages is the total number of pages that a website has that are recognized by search engines⁷⁸ Reference: 7: Competitor Tracking in Marketing Cloud Account Engagement: 3 Best Practices⁸: Salesforce Marketing Cloud Account Engagement: How To Maximise ROI in B2B Marketing Automation

NO.29 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

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. Reference: Anonymous Visitors

NO.30 If a prospect clicks on a custom redirect after filling out a form, will the prospect's assigned Marketing Cloud Account Engagement campaign change?

- A. Yes, but only if the Marketing Cloud Account Engagement completion action for the custom redirect is set to change the campaign.
- B. Yes, the Marketing Cloud Account Engagement campaign will change based on the page the custom redirect links to.

C. No, it's not possible to change a Marketing Cloud Account Engagement campaign by clicking on a custom redirect.

D. No, a Marketing Cloud Account Engagement campaign will always stay the same since it's a first touchpoint.

Answer: A

NO.31 Form or Form Handler? I want to use progressive profiling to personalize my form.

A. Form Handler

B. Form

Answer: B

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