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# Salesforce Marketing Cloud Account Engagement Specialist

## Salesforce Marketing-Cloud-Account-Engagement-Specialist

## Version Demo

## Total Demo Questions: 32

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# Topic Break Down

| Topic | No. of Questions |
|---|---|
| Topic 1, Account Engagement Basics | 35 |
| Topic 2, Account Engagement Administration | 65 |
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QUESTION NO: 1

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?

**A.** Form report

**B.** Email Template report

**C.** List Email report

**D.** Autoresponder report

**ANSWER: B**

**Explanation:**

**Email Template report** is the appropriate report because a form autoresponder is sent from an Account Engagement email template. The Email Template report aggregates performance and deliverability information for messages sent using that template, including sent and delivered counts, delivery rate, opens, clicks, bounces, and related engagement metrics. This lets the user evaluate the actual email communication triggered after a prospect submits the form, rather than only the form's submission or conversion activity.

Autoresponders are configured as form completion actions, but their email performance is tracked through the underlying email template. Reviewing the template-level report is particularly useful when the same approved template is used in multiple automated contexts, because it provides a consolidated view of how that template is performing. The report can be accessed from the Account Engagement reporting area and used to drill into delivery and engagement results for the selected template. Salesforce's Account Engagement reporting learning materials describe email-template reporting as the place to analyze template email metrics, while form reporting focuses on form activity and conversions. See Salesforce Trailhead: Account Engagement Reports and Salesforce Help: Email Template Reports.

## QUESTION NO: 2

You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record.

**A.** True

**B.** False

**ANSWER: A**

**Explanation:**

**True** is correct. In Marketing Cloud Account Engagement, a prospect record consolidates key qualification and engagement details so marketers and sales users can quickly understand the prospect's status. The Insight section surfaces important at-a-glance information, including the prospect's score, grade, assigned user, and recent interaction. Score represents engagement, increasing or decreasing based on tracked prospect activities and automation. Grade represents how well the prospect fits the organization's ideal customer profile according to grading criteria. The assigned user identifies the person responsible for following up with or managing that prospect, while recent interaction provides useful context about the prospect's latest tracked engagement. Viewing these details together supports efficient qualification and prioritization: users can assess both fit and interest, identify ownership, and understand the most recent activity before taking follow-up action. Salesforce's prospect-management documentation describes prospect records as the location for reviewing prospect information and engagement history, and its scoring-and-grading guidance explains how score and grade support qualification. See Salesforce Help: Prospects and Salesforce Help: Scoring and Grading.

## QUESTION NO: 3

What type of fields are not supported by the Marketing Cloud Account Engagement sync?

**A.** Record Type fields

**B.** Formula fields

**C.** Number fields

**D.** Geolocation fields

**E.** Text Area (rich) fields

**ANSWER: B D E**

**Explanation:**

Formula fields, Geolocation fields, and Text Area (rich) fields are not supported by Marketing Cloud Account Engagement's Salesforce connector field synchronization. The connector requires field values that it can consistently store and exchange between Salesforce records and Account Engagement prospect data. Formula fields are calculated dynamically in Salesforce rather than being independently stored values, so they aren't available as supported synchronized field types. Geolocation fields contain compound location data, including latitude and longitude components, which isn't represented by a compatible Account Engagement prospect-field type. Text Area (rich) fields can include rich formatting and markup that Account Engagement doesn't support as synchronized field content. When designing field mappings, administrators should use supported Salesforce field types and ensure that the selected Account Engagement custom field has an appropriate compatible type. If a business process needs information derived from a formula or a rich-text value, a practical design is to populate a separate supported field with the required plain, stored value before it is used in Account Engagement. Salesforce's Account Engagement implementation and connector guidance is available through Salesforce Trailhead: Marketing Cloud Account Engagement Basics and the Salesforce Help Center.

**QUESTION NO: 4**

What must you do in Salesforce to map a Marketing Cloud Account Engagement prospect custom field to a Salesforce field? Choose 2 answers

**A.** Adjust the lead settings in Salesforce.

**B.** Add a new lead record type in Salesforce.

**C.** Add a new custom contact field in Salesforce.

**D.** Add a new custom lead field in Salesforce.

**ANSWER: C D**

**Explanation:**

**Add a new custom contact field in Salesforce** and **Add a new custom lead field in Salesforce** are required because Account Engagement prospects can synchronize with either Lead or Contact records through the Salesforce connector. For a prospect custom field to sync reliably after conversion as well as before conversion, the corresponding Salesforce custom field should exist on both the Lead and Contact objects. The fields must be created in Salesforce first, using compatible field types and appropriate field-level security, so they are available to the connector user. After Salesforce exposes the fields, an Account Engagement administrator can edit the prospect custom field and select the matching Salesforce fields for synchronization. This configuration preserves the prospect's custom data when a lead is converted into a contact and supports ongoing sync between the two systems. Salesforce documents that mapped custom fields need corresponding fields on Lead and Contact, with the mapping configured from the Account Engagement prospect-field setup. See Salesforce's custom field synchronization guidance and the Account Engagement prospect custom fields documentation.

**QUESTION NO: 5**

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: B C D**

**Explanation:**

Bob’s prospect record will show him clicking on the link and filling out the form because Account Engagement associates a visitor’s tracked activity with a prospect once that visitor is identified through a form submission. The prior custom-redirect click is therefore retained in Bob’s activity history, alongside the form-completion activity. This historical association gives marketers a continuous view of engagement that occurred before and after a visitor became known.

Kate’s prospect record will show her clicking on the link and filling out the form because she was already an identified prospect when she engaged with both assets. Account Engagement records activities such as custom-redirect clicks and form submissions on known prospects’ activity timelines.

Kate’s prospect record will have a tag of “clicked” applied to it because the custom redirect’s completion action runs when an identified prospect clicks the tracked redirect. Completion actions execute at the time the qualifying activity occurs and can update the prospect record, including by applying a tag. For more on visitor-to-prospect association and tracked activity, see Salesforce Help: Visitors and Trailhead: Account Engagement Basics.

## QUESTION NO: 6

What are two benefits of the engagement studio tasting experience?

Choose 2 answers

**A.** Evaluating email template options for the program

**B.** Visualizing a prospect's possible paths

**C.** Understanding the timeline of the program

**D.** Measuring a specific step's performance

**ANSWER: B C**

**Explanation:**

Visualizing a prospect's possible paths and understanding the timeline of the program are benefits of the Engagement Studio testing experience. Before activating a program, a marketer can use testing to model how an individual prospect is expected to progress through the configured actions, triggers, and rules. This makes the branching logic easier to validate: the marketer can follow the resulting route based on different prospect behaviors or field values and confirm that the intended communications and actions occur in the intended sequence.

The testing experience also presents the expected timing of a prospect’s journey. Because Engagement Studio programs often contain wait steps, completion actions, and rule evaluations that affect when the next activity occurs, seeing the projected timeline helps a marketer validate pacing before prospects enter the program. This supports practical checks such as confirming that a follow-up is not delivered too soon, that a wait period is appropriately applied, and that the overall nurture cadence aligns with campaign requirements. Salesforce describes testing as a way to preview prospect paths and timing while building an Engagement Studio program. See Test Engagement Studio Programs and Engagement Studio Basics on Trailhead.

## QUESTION NO: 7

Which two events allow for a prospect's Marketing Cloud Account Engagement campaign to be set? (Choose two answers.)

**A.** When new prospects are imported into Marketing Cloud Account Engagement via a .csv file.

**B.** When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which will associate prospects with third-party campaigns.

**C.** When prospects are added to a static list.

**D.** When a profile is associated with the prospects.

**ANSWER: A B**

**Explanation:**

When new prospects are imported into Marketing Cloud Account Engagement via a .csv file is correct because the import process provides an opportunity to assign an Account Engagement campaign to the imported prospects. This campaign records the prospect's first-touch marketing initiative, and an administrator or marketer can select a campaign as part of the import configuration. That association is applied as the prospects are created, supporting accurate source and campaign reporting.

When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which will associate prospects with third-party campaigns is also correct. Account Engagement can use campaign-tracking information from external sources, including UTM campaign values, to associate prospects with the applicable third-party campaign. This allows marketers to retain attribution information for prospects who arrive through tracked digital marketing efforts and connects external campaign activity to Account Engagement prospect records.

These capabilities support Account Engagement's first-touch campaign attribution model: a prospect campaign identifies the initial marketing initiative responsible for bringing that prospect into tracked engagement. For further guidance on campaign attribution and prospect imports, see Salesforce's Account Engagement campaigns documentation and prospect import documentation.

## QUESTION NO: 8

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:

- 
- 
- 

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:**

Set the page action URL as `https://www.lenoxsoft.com/products/B*`. A page action can use a wildcard character to match a group of pages that share the same URL prefix. In this case, the wildcard covers the entire `/products/B` section, so the same page action is evaluated when a prospect visits any of the relevant URLs in that section rather than requiring separate configuration for each individual page. The administrator can then add a *Notify User* completion action to the page action and select the intended recipient. This provides one maintainable rule for the website section and ensures that future pages using the same path can also be included by the matching pattern. Page actions are designed to trigger completion actions from tracked page-view activity, and wildcard URL matching is the appropriate approach when the desired behavior applies across related pages instead of one exact URL. For additional guidance on page actions and their completion actions, see Salesforce Trailhead's Account Engagement automation overview and the Salesforce Page Actions documentation.

## QUESTION NO: 9

What information cannot be displayed as a graph (line or bar) on the dashboard?

**A.** Prospects Created

**B.** Conversions

**C.** Opportunities Created

**D.** Opportunities Lost

**E.** All Prospects

**ANSWER: A B**

**Explanation:**

**Prospects Created** and **Conversions** are the dashboard metrics that cannot be presented using the dashboard's line or bar graph formats. In Marketing Cloud Account Engagement, the dashboard provides a high-level view of marketing and pipeline performance for a selected date range. Certain metrics support trend visualization because they represent opportunity and prospect totals that can be meaningfully compared over time. However, the dashboard's available graph controls do not extend to the Prospects Created and Conversions metrics. These values remain useful as dashboard statistics for monitoring acquisition activity and visitor-to-prospect conversion volume, but they are not available in the line or bar graph presentation used by the dashboard. Knowing this distinction helps an administrator set appropriate stakeholder expectations when configuring dashboard views and selecting reports for trend analysis. If a team needs a visual time-based analysis of prospect creation or conversion activity, it may need to use Account Engagement reporting or Salesforce reporting rather than relying on the dashboard graph display. Salesforce's Account Engagement dashboard documentation describes the dashboard metrics and graph capabilities: Marketing Cloud Account Engagement Dashboards. For broader reporting guidance, see Account Engagement Reports.

## QUESTION NO: 10

LenoxSoft has multiple forms containing a " Comments " field on their website. The administrator would like for this field to be visible and empty every time a prospect returns to one of their forms.

Which two form field options should be enabled? Choose 2 answers

**A.** Do not prefill

**B.** Always display even if previously completed

**C.** Maintain the initial value upon subsequent form submissions

**D.** Display other fields in this form based on the value of this field

**ANSWER: A B**

**Explanation:**

"Always display even if previously completed" and "Do not prefill" should be enabled together. Account Engagement normally supports progressive profiling: after a known prospect has supplied a field value, the field can be suppressed on later visits to reduce repetitive data entry. Enabling "Always display even if previously completed" overrides that behavior for the Comments field, so the prospect continues to see it whenever they return to a form containing that field.

“Do not prefill” prevents Account Engagement from placing the value held on the prospect record into the form field. This is particularly important for a free-text Comments field, because a prior comment should not reappear as though it were a new response. With prefill disabled, the displayed field starts blank for the returning prospect, while the display setting ensures it remains available rather than being omitted through progressive profiling.

These settings address the two separate requirements: persistent visibility and an empty input control on subsequent visits. Salesforce’s form-field documentation describes the display and prefilling controls used to configure this behavior. See Salesforce Help: Form Fields and Salesforce Trailhead: Account Engagement Forms and Landing Pages.

## QUESTION NO: 11

A visitor clicks on a custom redirect with an action of adding a tag. The visitor them fills out a form and becomes a prospect. The form has a completion action to add the prospect to a list.

Which three things will happen to the prospect? (Choose three answers.)

**A.** The prospect activities will show that the form was successfully completed.

**B.** The prospect will be added to the list.

**C.** The prospect activities will show that the custom redirect was clicked.

**D.** The prospect will be tagged.

**E.** The newly converted prospect will NOT be affected because it was their first submission.

## ANSWER: A B C

**Explanation:**

The prospect activities will show that the form was successfully completed, the prospect will be added to the list, and the prospect activities will show that the custom redirect was clicked. Account Engagement tracks a visitor’s activity using its visitor cookie, including a click on a custom redirect. When that visitor later submits a form and is identified as a prospect, the visitor’s tracked activity is associated with the newly created prospect record. Therefore, both the earlier custom-redirect click and the successful form submission are visible in the prospect’s activity history.

Submitting the form also creates or identifies the prospect and triggers the form’s completion actions. Because the form is configured with an action to add the prospect to a list, Account Engagement adds that prospect to the designated list at submission. This enables immediate use of the list for segmentation, automation, or email sends. Custom redirects provide click tracking for external and non-hosted content, while forms record successful submissions and can run completion actions for the prospect. See Salesforce documentation on custom redirects and Account Engagement forms.

## QUESTION NO: 12

Form or Form Handler? I want to integrate with a third-party system.

**A.** Form

**B.** Form Handler

## ANSWER: B

**Explanation:**

**Form Handler** is the appropriate choice when a business wants to retain a form that is hosted by or integrated with a third-party system while sending each submission into Marketing Cloud Account Engagement. A form handler provides an Account Engagement endpoint URL. The existing external form is configured to post its submission data to that endpoint, allowing Account Engagement to create or update the matching prospect, record the form submission activity, and trigger completion actions or automation based on the submission.

This approach is useful when an organization needs to preserve an established website design, CMS workflow, custom form behavior, or third-party form technology rather than replace it. The form field names on the external form must map to the corresponding Account Engagement prospect fields, and the submitted data must be sent using the expected method and endpoint configuration. Account Engagement can then use the captured prospect data in segmentation, automation rules, engagement programs, and Salesforce synchronization processes. Salesforce describes form handlers as the mechanism for integrating externally hosted forms with Account Engagement and provides configuration guidance in its documentation: Salesforce Help: Form Handlers. Additional implementation details are available in Salesforce Help: Create a Form Handler.

## QUESTION NO: 13

A user is experiencing errors when trying to save their email.

What three items should they check for in order to successfully save their email draft? Choose 3 answers

**A.** The email contains a text version

**B.** The email contains at least one variable tag

**C.** The email uses dynamic content

**D.** The email designates a general or specific sender

**E.** The email contains an unsubscribe link

## ANSWER: A D E

**Explanation:**

To save an email draft in Marketing Cloud Account Engagement, the email must include the required delivery and compliance components: a text version, a designated general or specific sender, and an unsubscribe link. The text version provides a plain-text alternative for recipients and supports email accessibility and delivery scenarios where rich HTML rendering is unavailable. Account Engagement uses the sender setting to establish the identity from which the message is sent; this can be a general sender or a sender selected specifically for the email. The unsubscribe link is a required permission-management element that gives recipients a clear way to opt out of future marketing communications. These items should be reviewed in the email's content and sending settings before attempting to save again. Completing them ensures the draft meets Account Engagement's core email requirements and can move through the normal review, scheduling, and send workflow. Salesforce's email-marketing learning materials cover creating compliant Account Engagement email content and configuring sender details. See Salesforce Trailhead: Account Engagement Email Marketing and Salesforce Help: Create an Email in Account Engagement.

## QUESTION NO: 14

What does a marketing user have access to in Marketing Cloud Account Engagement?

**A.** Can see users and groups

**B.** Creating new lists, forms, landing pages and send list emails.

**C.** Prospect management

**D.** Can only import prospects

**E.** None of the above

## ANSWER: A B C

**Explanation:**

A Marketing user in Marketing Cloud Account Engagement has broad access to the day-to-day capabilities needed to execute marketing work. This includes visibility into users and groups, which helps the marketer understand the account's user structure and available group assignments without granting administrative user-management authority. The role can also create and manage core marketing assets, including lists, forms, landing pages, and list emails. These assets support audience segmentation, lead capture, campaign experiences, and email communications.

Prospect management is also available to a Marketing user. That access enables marketers to work with prospect records and use Account Engagement's marketing processes to qualify, segment, and engage audiences. Salesforce's role-based access model distinguishes these operational marketing capabilities from administrative tasks, such as configuring account-level settings or managing user access. The Marketing user role is therefore appropriate for users responsible for building and running marketing programs while preserving administrative control for designated administrators.

For Salesforce's role descriptions and Account Engagement access model, see User Roles in Account Engagement and Account Engagement Basics on Trailhead.

## QUESTION NO: 15

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

**Explanation:**

Marketing Cloud Account Engagement's competitor tracking feature is designed to provide high-level website and search-performance indicators for competitor domains. The available metrics include **Alexa rank**, **Number of inbound links**, and **Number of indexed pages**. Together, these figures help marketers compare a competitor's relative web presence and identify potential search-engine-optimization opportunities. Alexa rank was historically a measure of a site's relative popularity based on Alexa Internet data. The number of inbound links represents external sites linking to the competitor's domain, which can indicate the domain's link visibility. The number of indexed pages indicates how many pages from that domain are recognized by search engines, providing a broad indication of the site's searchable content footprint. These metrics appear in the Competitors area after competitor records and their website URLs are configured. Because external web-data providers and their services can change over time, organizations should treat these values as comparative indicators and validate important competitive research with current SEO tools. See Salesforce's Account Engagement documentation resources at Competitors in Account Engagement and Trailhead: Set Up Account Engagement.

## QUESTION NO: 16

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

**Explanation:**

**Emails not from ISPs and free email providers** is the recommended data format when the objective is to collect business email addresses rather than addresses hosted by common consumer mailbox providers. In Account Engagement, a field's data format applies validation to the value submitted through a form. This particular format identifies email domains associated with internet service providers and free email services, helping the administrator prevent submissions using personal addresses such as those from Gmail, Yahoo, or similar providers. The result is a form process more focused on prospects who provide an organization-associated email domain in the expected name@companyname.com pattern. This validation is especially useful for business-to-business lead capture, where a company email address can improve qualification, routing, enrichment, and follow-up processes. It should be configured on the email field used by the form so validation occurs at the point of submission. Salesforce documents the available Account Engagement field data formats, including the format for excluding ISP and free-provider email addresses, in its Account Engagement field configuration guidance. See Salesforce Help: Account Engagement Fields and Trailhead: Optimize Account Engagement.

## QUESTION NO: 17

A marketer has 4,000 total prospects in their account:

• 3,000 of which are opted in

• 500 of which are opted out

• 500 of which are in the Recycle Bin

What would be their Mailable Database usage?

**A.** 3,000

**B.** 2,500

**C.** 4,000

**D.** 3,500

## ANSWER: A

**Explanation:**

**3,000** is the correct Mailable Database usage. In Marketing Cloud Account Engagement, Mailable Database usage measures prospects that are eligible to receive marketing email. The 3,000 opted-in prospects are mailable because they have not withdrawn email consent and, based on the facts supplied, are available for email delivery. Prospects that have opted out are not counted as mailable because Account Engagement honors their unsubscribe status and suppresses them from marketing sends. Likewise, prospects in the Recycle Bin do not contribute to the active mailable database count. Therefore, only the 3,000 opted-in prospects count toward this usage metric. This distinction is important for license monitoring: the total number of prospect records can differ from the Mailable Database count because email eligibility, deletion status, and deliverability-related suppression statuses affect whether a prospect is counted. Salesforce describes the Mailable Database as the count of prospects that can receive email and provides usage information in Account Engagement settings. See Salesforce's Account Engagement usage metrics documentation and the documentation on email opt-out behavior.

## QUESTION NO: 18

Form or Form Handler? I want to use progressive profiling to personalize my form.

**A.** Form Handler

**B.** Form

## ANSWER: B

**Explanation:**

**Form** is correct because progressive profiling is a Marketing Cloud Account Engagement feature available on Account Engagement forms. Progressive profiling lets the form recognize a known prospect and replace fields the prospect has already completed with new fields. This allows marketers to gradually collect additional qualifying information over multiple conversions while reducing the amount of information requested in any one submission. For example, after a prospect has supplied their name and email address, a later form interaction can request details such as job title, company size, or product interests instead of repeating known fields. To use this capability, create an Account Engagement form, add the relevant fields, and configure progressive profiling in the form's settings. The form must be deployed using Account Engagement's form functionality so the platform can identify the prospect and determine which fields to display. This supports a more personalized conversion experience and helps maintain form completion rates while enriching prospect records over time. Salesforce documents progressive profiling as a setting for Account Engagement forms and distinguishes forms from form handlers, which accept submissions from externally hosted forms. See Salesforce's Progressive Profiling documentation and Account Engagement Forms documentation.

## QUESTION NO: 19

LenoxSoft enabled the "Always Display Form After Submission" setting on their Marketing Cloud Account Engagement form.

What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

**A.** The prospect would receive an error message.

**B.** The form would be displayed on the page once again.

**C.** The prospect would be redirected to a thank-you page.

**D.** The thank-you content would continue to be shown.

## ANSWER: B

**Explanation:**

The form would be displayed on the page once again. The *Always Display Form After Submission* setting changes the normal post-submission behavior for an Account Engagement form. Rather than continuing to suppress the form for a prospect who has already submitted it, Account Engagement makes the form available again when the page is loaded or refreshed. This supports repeat submissions from the same identified prospect, which is useful for forms designed to collect recurring information, such as support requests, event feedback, comments, or updates to information that is intentionally shown every time. The setting is particularly relevant when a form is embedded on a page: after the prospect submits and then refreshes that page, the embedded form remains available for another submission. Form completion actions can still process each qualifying submission according to their configured behavior, so administrators should use this setting deliberately when repeat entries are appropriate. Salesforce's Account Engagement learning materials describe how forms collect prospect data and how form behavior and completion handling are configured. See Salesforce Trailhead: Account Engagement Forms and Landing Pages and Salesforce Help: Account Engagement Forms.

## QUESTION NO: 20

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

**Explanation:**

Completion actions cannot be applied directly on a landing page because Account Engagement does not provide a standalone completion-action setting for the landing-page asset itself. Instead, marketers configure completion actions on an asset a prospect interacts with on that page, such as an embedded form or a custom redirect. This lets Account Engagement perform follow-up activity after the prospect completes the relevant tracked interaction, including actions such as adding the prospect to a list, adjusting score, assigning the prospect, or sending an autoresponder email.

Completion actions do not execute on image file downloads. Account Engagement supports completion actions for tracked file downloads, allowing marketers to respond when a prospect downloads an eligible document asset. However, image files are specifically excluded from triggering file-download completion actions. This distinction helps ensure that meaningful content-download engagement can drive automation without actions being triggered by ordinary image requests or image downloads. Salesforce's Account Engagement documentation identifies the supported completion-action assets and documents the limitations associated with file-download completion actions. See Salesforce Help: Completion Actions and Salesforce Help: Files in Account Engagement.

## QUESTION NO: 21

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 block and attach It to the email.

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

**C.** Upload the whitepaper PDF as a content file and attach it to the email.

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

## ANSWER: B

**Explanation:**

Upload the whitepaper PDF as a content file and link to it in the body of the email. This approach makes the whitepaper available at a hosted URL and lets Account Engagement record engagement with the tracked email link. When a prospect selects the link, the activity is associated with that prospect's record, allowing the marketing user to identify who accessed the whitepaper and use that activity for reporting, follow-up, automation, or scoring. A clearly labeled call to action in the email, such as "Download the whitepaper," also provides a better recipient experience than an attachment because the prospect can view the asset from the hosted link and the marketer retains measurable engagement data. In practical terms, the platform records the prospect's tracked-link click/access event; PDF viewers do not provide a reliable email-style "open" event after the file has loaded. Therefore, linking to the hosted content file is the recommended way to measure the meaningful action that indicates the prospect opened or accessed the whitepaper. Salesforce's Account Engagement learning materials describe using hosted files and tracked links to measure prospect engagement, while its email documentation explains how engagement activity is captured for sent emails. See Salesforce Trailhead: Create Assets for Engagement Studio and Salesforce Help: Account Engagement Email Tracking.

## QUESTION NO: 22

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:**

**Prospects will re-enter the program immediately.** In a repeating Engagement Studio program, Account Engagement evaluates both the configured re-entry interval and the maximum total-entry limit. These prospects have already completed the program, have been at the End step for more than the required 90-day interval, and were previously prevented from entering only because they had reached the former limit of 5 entries. Increasing the total-entry limit to 10 removes that entry-count restriction for prospects whose existing number of entries is below the new maximum.

When the paused program is restarted, eligible prospects are evaluated against the updated repeating-program settings. Because the 90-day waiting requirement has already elapsed, they do not need to begin a new 90-day waiting period. Their eligibility exists as soon as the higher total-entry limit is in effect and the program resumes, so they can enter again immediately. This behavior allows marketers to extend an established repeating nurture program without losing prospects whose prior participation had reached an earlier, lower limit.

For Salesforce guidance on configuring repeating Engagement Studio programs and controlling prospect re-entry, see Salesforce Help: Repeating Engagement Programs and Trailhead: Engagement Studio Basics.

## QUESTION NO: 23

A marketer reviews a list email report that shows 90 total opens and 60 unique opens.

Which two conclusions can the marketer make? Choose 2 answers

**A.** Sixty distinct prospects recorded at least one open.

**B.** At least one prospect recorded more than one open.

**C.** Ninety distinct prospects recorded at least one open.

**D.** Every prospect who received the email opened it.

**ANSWER: A B**

**Explanation:**

Unique opens count distinct prospects who recorded at least one open, so the report shows that 60 individual prospects opened the email. Total opens include every recorded open event. Because total opens exceed unique opens, one or more prospects opened the email more than once. The report does not establish that 90 distinct prospects opened the email or that all recipients viewed the email.

## QUESTION NO: 24

A sales manager wants to understand which of their accounts are top-tier candidates based on prior opportunity creation data and

engagement metrics. They want to surface these insights on their account records.

What feature can help them see this?

**A.** Einstein Behavior Score

**B.** Pardot grade

**C.** Pardot score

**D.** Einstein Key Accounts Identification

**ANSWER: D**

**Explanation:**

Einstein Key Accounts Identification is designed to identify and prioritize accounts that are most likely to be valuable sales targets. It combines Salesforce opportunity history with Account Engagement engagement data to evaluate account-level buying signals. In particular, it uses patterns such as prior opportunity creation and prospect engagement to help determine which accounts represent the strongest current opportunities for sales outreach.

The resulting intelligence is presented in Salesforce so sales users can access it in the context of account records. This lets a sales manager focus attention on accounts with meaningful engagement and a demonstrated propensity to generate opportunities, rather than requiring the team to manually compare activity across individual prospects. The feature supports account-based selling by translating Account Engagement behavioral data and CRM opportunity context into a prioritized view of key accounts that sales can act on.

Salesforce describes the setup and use of this capability in its Einstein Key Accounts Identification documentation. Additional Account Engagement Einstein feature information is available in the Salesforce Help documentation.

## QUESTION NO: 25

By default Marketing Cloud Account Engagement will sync with what types of accounts in Salesforce?

**A.** Contact Accounts

**B.** Lead Accounts

**C.** Persons Accounts

**D.** Business Accounts

**ANSWER: D**

**Explanation:**

Marketing Cloud Account Engagement syncs with **Business Accounts** by default. A Business Account is Salesforce's standard account model for representing an organization, such as a company, institution, or customer organization. Through the Salesforce connector, Account Engagement can associate synced prospects with Salesforce contacts and their related business accounts, supporting aligned sales and marketing data, segmentation, automation, and reporting.

Person Accounts are a distinct Salesforce account model that combines account and contact information for an individual consumer. They require separate configuration in the connector before they can be synchronized with Account Engagement; therefore, they are not included in the default account-sync behavior. It is important to distinguish a Salesforce contact, which is an individual record related to a business account, from the account type itself. The applicable default account type is the standard Business Account model.

For Salesforce's definitions of business and person accounts, see Person Accounts. For Account Engagement connector setup and synchronization concepts, see Marketing Cloud Account Engagement Salesforce Connector.

## QUESTION NO: 26

A Prospect is a Visitor who has submitted an email address through a form or landing page on your site.

**A.** True

**B.** False

**ANSWER: A**

**Explanation:**

True is correct. In Marketing Cloud Account Engagement, a visitor is an anonymous person whose activity can be tracked after interacting with pages that contain the Account Engagement tracking code. That visitor becomes an identified prospect when Account Engagement receives identifying information, most commonly an email address submitted through a form or form handler associated with a landing page or website. This conversion is important because an identified prospect record can be enriched, assigned, added to lists, evaluated by automation rules, scored and graded, and used in engagement programs and email marketing. The form submission associates the previously anonymous visitor activity with the newly identified prospect, allowing marketers to understand the person's prior and future engagement. Although prospects may also be created through other supported methods, such as imports, manual creation, Salesforce synchronization, or certain email interactions, the statement accurately describes the standard and primary visitor-to-prospect identification path. Salesforce's Account Engagement learning materials distinguish anonymous visitors from known prospects and explain how tracked engagement becomes actionable once a person is identified. See [Salesforce Trailhead: Get Started with Account Engagement]() and [Salesforce Help: Account Engagement Basics]().

## QUESTION NO: 27

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:**

Email template is correct because Account Engagement one-to-one emails are sent using a predefined template. Before a user can compose and deliver an individual email to a prospect, the organization needs an available email template that supplies the email's subject line, sender information, content, and layout. The sender can then select that template while initiating the one-to-one send and use supported merge fields to personalize the message with prospect or account data. This makes email templates the foundational reusable asset for consistent individual outreach, including sales follow-ups and personal communications sent from an eligible prospect context. Templates also support governance by allowing approved branding, required compliance content, and tested personalization to be established before users send messages. Account Engagement distinguishes this targeted one-to-one sending workflow from bulk and automated email processes; the essential prerequisite for the individual-email workflow is therefore a template rather than a program or mass-send asset. Salesforce's Account Engagement documentation describes creating and managing email templates for use in email communications, and Trailhead explains that templates provide reusable content for messages sent to prospects. See [Salesforce Help: Account Engagement Email Templates]() and [Trailhead: Create an Email Template]().

## QUESTION NO: 28

A marketing team wants a completed webinar-registration form to immediately route qualified prospects to the correct sales representative, place them in a webinar follow-up list, and increase their engagement score.

Which three form completion actions can accomplish these requirements? Choose 3 answers

**A.** Assign the prospect to a user

**B.** Add the prospect to a list

**C.** Adjust the prospect's score

**D.** Create a segmentation rule

**E.** Create a visitor filter

## ANSWER: A B C

**Explanation:**

Form completion actions run immediately after a prospect successfully submits a form. The marketer can use completion actions to assign the prospect to a user, add the prospect to a list, and adjust the prospect's score. These actions support immediate routing, audience management, and engagement scoring.

A segmentation rule is used to create a one-time list based on criteria, and a visitor filter excludes traffic from specified IP addresses. Neither is a form completion action.

## QUESTION NO: 29

What are the benefits of warming up an IP address?

**A.** Increase Deliverability

**B.** Avoid IP Blacklisting

**C.** IPs don't work well when cold

**D.** Build up email reputation

## ANSWER: A D

**Explanation:**

IP warming is the controlled, gradual increase of email volume sent from a new dedicated IP address. Its primary benefits are **Increase Deliverability** and **Build up email reputation**. Mailbox providers evaluate sender behavior over time, including sending volume, engagement signals, complaint rates, and bounce rates. Beginning with a manageable volume sent to the most engaged recipients lets those providers observe positive behavior rather than interpreting a sudden high-volume stream as suspicious. As the IP develops a reliable history, the sender can safely increase volume according to a planned warming schedule.

A positive IP reputation supports stronger inbox placement and more consistent delivery because mailbox providers have evidence that the IP is associated with wanted, responsibly sent mail. Warming is therefore an important deliverability practice when an organization begins using a new dedicated IP, changes sending infrastructure, or resumes sending from an IP with little recent activity. The process should be paired with permission-based lists, relevant content, sound list hygiene, and monitoring of engagement and bounce metrics. Salesforce guidance on email sending reputation and deliverability is available in Salesforce Email Deliverability and Marketing Cloud Email Best Practices.

## QUESTION NO: 30

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

**Explanation:**

Deleting an Account Engagement automation rule stops that rule from evaluating prospects going forward. As a result, prospects can no longer newly match the deleted rule, because it is no longer available to run its matching criteria and apply its configured actions. Salesforce retains the deleted rule in the Account Engagement recycle bin rather than immediately erasing it. The rule is placed there in a paused state, which preserves it for possible recovery while ensuring that it does not resume processing prospects unintentionally. This recycle-bin behavior gives administrators an opportunity to restore the automation rule if it was removed in error. If restored, the rule can then be reviewed and resumed when appropriate. These behaviors reflect the distinction between removing a rule's future processing capability and retaining the deleted rule as a recoverable configuration item. See Salesforce's guidance on Account Engagement automation rules and the related Trailhead module on Account Engagement automation rules.

## QUESTION NO: 31

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: C

**Explanation:**

The sales rep manually associates the visitor with a prospect. In Marketing Cloud Account Engagement, a visitor represents anonymous browser activity until the activity is connected to an identifiable prospect record. Manually associating a visitor with a prospect creates that connection, so the visitor's tracked web activity can be attributed to the known person's prospect record. This gives the sales rep and marketing team usable engagement context, including pages viewed and other recorded activities, while allowing future Account Engagement actions to be evaluated against that prospect's information and engagement history.

Visitor association is particularly useful when a rep can identify the person behind an anonymous visit through a legitimate business interaction or known contact information. The association should be made carefully so the browsing history is attached to the correct individual. Salesforce describes visitors as anonymous people tracked through their browser activity and prospects as identifiable people represented by prospect records. Once identification occurs through a supported conversion or association process, Account Engagement can connect visitor activity to the prospect. See Salesforce's documentation on Account Engagement visitors and the Account Engagement Basics Trailhead module for the visitor-to-prospect model.

## QUESTION NO: 32

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:**

**1** is correct. A Marketing Cloud Account Engagement business unit can have only one verified CRM connector at a time. The verified connector establishes the active relationship between Account Engagement and the connected CRM, supporting the synchronization of eligible records and field data so that marketing and sales teams work from aligned prospect, lead, contact, account, campaign, and opportunity information. This one-connector limitation is important because Account Engagement uses the verified connector as its defined CRM synchronization source; an individual Account Engagement instance cannot actively verify and synchronize with multiple CRM organizations concurrently. If an organization needs to move the instance to another CRM connection, it must follow Salesforce's connector management and migration procedures, including disconnecting or replacing the current connector as appropriate before verifying the new connection. Salesforce documents the connector as the integration used to connect Account Engagement with Salesforce and manage synchronized data. See Salesforce's Account Engagement Salesforce connector documentation and the connector administration guidance for details on configuring and maintaining this relationship.