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Salesforce

Salesforce-CMCAES

Salesforce Certified Marketing Cloud Account Engagement Specialist credential



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Question: 79

Users can be imported into Pardot

- A. True
- B. False

Answer: A

Question: 80

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 Pardot
- E Visitors access your company website

- A. ECBAD
- B. EBADC
- C. CBADE
- D. ADECB

Answer: A

Question: 81

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

Question: 82

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

- A. Form
- B. Form Handler

Answer: B

Question: 83

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

- A. Form
- B. Form Handler

Answer: B

Question: 84

Form or Form Handler? I need total control over my form's appearance.

- A. Form
- B. Form Handler

Answer: B

Question: 85

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

- A. Form
- B. Form Handler

Answer: A

Question: 86

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

- A. Form Handler
- B. Form

Answer: B

Question: 87

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

- A. Form
- B. Form Handler

Answer: B

Question: 88

Why is a reCAPTCHA displayed when I did not choose to display it?

- A. At form submission Pardot pings a database of known spammers and when a match is found automatically displays a reCAPTCHA
- B. At form submission Pardot pings a database of known prospects and when a match is found automatically displays a reCAPTCHA

Answer: A

Question: 89

Completion Actions are retroactive.

- A. True
- B. False

Answer: B

Question: 90

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

- A. Form Handler
- B. Form

Answer: B

Question: 91

What is the main difference between automation rules and segmentation rules?

Automation Rules	Segmentation Rules
Offer the most comprehensive set of actions	Offer limited actions (that all deal with building lists and campaigns)
Run continuously	Run once

- A. Segmentation rules do not run retroactively
- B. Automation rules do run retroactively
- C. Automation rules run continuously, segmentation rules run once.
- D. Neither will "unmatch" prospects

Answer: C

Question: 92

Which of the following can "unmatch" prospects?

- A. Automation Rules

- B. Dynamic Lists
- C. Segmentation Rules

Answer: B

Question: 93

Which Salesforce custom fields will sync with Pardot?

- A. Custom Record Type fields
- B. Custom Prospect fields
- C. Custom Account fields
- D. Custom Opportunity fields

Answer: A,B,C,D

Question: 94

Identify three webinar connectors for Pardot

- A. ReadyTalk, GoTo Webinar, WebEx
- B. WebEx, JoinMe, GoTo Webinar
- C. Zoho, WebEx, ReadyTalk
- D. Adobe Connect, Lync, BlueJeans

Answer: A

Question: 95

Identify the paid search ad platforms for which Pardot has a native integration.

- A. Google AdWords
- B. Bing
- C. Yahoo
- D. All of the Above

Answer: A

Question: 96

What factors are involved with and determine email deliverability? (Choose 2)

- A. Sender Policy Framework (SPF)
- B. Domain Keys
- C. Sender ID
- D. Whitelist
- E. CAN-SPAM

Answer: A,B

Question: 97

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

Question: 98

What is an ideal Click-Through Rate (CTR)?

- A. 1%
- B. more than 5%
- C. more than 2%
- D. less than 1%

Answer: C

Question: 99

When is a prospect automatically removed from future email sends?

- A. Soft Bounce
- B. Hard Bounce
- C. Any Bounce
- D. None
- E. After 5 Soft Bounces

Answer: A,B,E

Question: 100

What is Lead Qualification?(select two)

- A. The process of determining when a prospect is ready for follow up from your sales team.
- B. An automated set of actions that ensures your sales team gets a steady stream of purchase-ready prospects.
- C. The process of determining when a prospect is ready for follow up from your marketing team.

Answer: A,C



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