



Up-to-date Practice Test with Latest Questions and Answers covering latest syllabus and topics of the exam. Makes you ready to face actual exam.



- Salesforce-CMCAES Practice Questions
- Salesforce-CMCAES Practice Test
- Salesforce-CMCAES Practice Exam
- Salesforce-CMCAES Exam Questions
- Salesforce-CMCAES Study Guide



killexams.com

Salesforce

Salesforce-CMCAES

Salesforce Certified Marketing Cloud Account Engagement Specialist credential

ORDER FULL VERSION

<https://killexams.com/pass4sure/exam-detail/Salesforce-CMCAES>



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

Killexams.com is a leading online platform specializing in high-quality certification exam preparation. Offering a robust suite of tools, including Exam Questions, practice tests, and advanced test engines, Killexams.com empowers candidates to excel in their certification exams. Discover the key features that make Killexams.com the go-to choice for exam success.



Practice Exam Questions Based on Current Exam Objectives

Killexams.com provides practice exam questions aligned with the latest official exam objectives and latest syllabus. Our content is reviewed and updated regularly to reflect recent changes announced by certification vendors. By studying these practice questions, candidates will cover the structure, difficulty level, and topics of the actual exam, helping them prepare more effectively and efficiently.

Comprehensive Practice Exams (PDF Format)

Killexams.com offers multiple-choice questions (MCQs) in easy-to-read PDF format, covering all major domains of the exam. Each PDF contains a structured collection of practice questions and verified answers designed to support focused study. These MCQs help candidates reinforce key concepts, identify knowledge gaps, and improve exam readiness through consistent practice.

Realistic Practice Tests (Online Test Engine & Desktop Test Engine)

To support hands-on preparation, Killexams.com provides practice tests through both an Online Test Engine and a Desktop Test Engine. These tools are designed to simulate a real exam environment, allowing candidates to practice under exam-like conditions, with latest syllabus and topics of the exam. Performance tracking, test history, and result analysis help users evaluate their progress and focus on areas that need improvement.

Risk-Free Purchase Policy

Killexams.com follows a transparent and customer-friendly purchase policy. If users are not satisfied with the study materials, they may request assistance or a refund in accordance with our published terms and conditions. This policy reflects our commitment to customer satisfaction, fairness, and confidence in our preparation resources.

Regularly Updated Content

Our practice question bank is reviewed and updated on an ongoing basis to stay aligned with the latest exam outlines and vendor updates. This ensures candidates are studying up-to-date, relevant material, and preparing with content that reflects current exam expectations, helping them stay confident and well-prepared.