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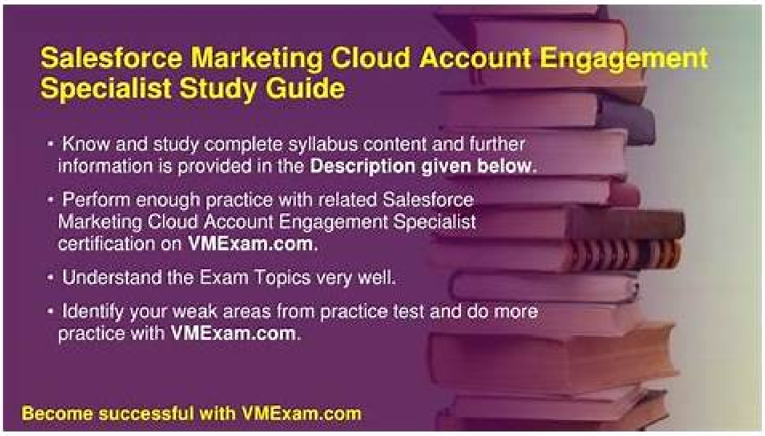

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Salesforce Marketing-Cloud-Account-Engagement-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	• Account Engagement Forms, Form Handlers and Landing Pages:This section of the exam measures skills of a Marketing Coordinator and explores the tools used for capturing and managing leads through forms and landing pages. It covers the use cases, capabilities, and reporting metrics of Account Engagement forms and form handlers. It also includes interpreting performance metrics of landing pages, ensuring candidates understand how to assess and optimize their effectiveness in campaigns.
Topic 2	• Administration:This section of the exam measures the skills of a Salesforce Administrator and focuses on essential administrative tasks within Account Engagement. It includes creating, editing, and mapping fields, and understanding how data flows between Account Engagement and Salesforce. Additionally, it covers the functions of the Account Engagement Recycle Bin and its role in managing deleted records efficiently.
Topic 3	• Visitors and Prospects: This section of the exam measures the skills of a Marketing Associate and covers the foundational relationship between anonymous visitors and identified prospects in Account Engagement. It includes understanding how visitors convert into prospects and how to apply the right actions using Prospect Audits. Candidates should be able to interpret prospect data and take appropriate steps based on their activity and engagement level.
Topic 4	• Email Marketing:This section of the exam measures skills of an Email Marketing Specialist and tests the candidate's ability to differentiate between standard emails and templates. It covers scenarios involving the capabilities and use cases of email within Account Engagement and explains how to analyze email reporting metrics to assess performance and engagement levels.

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q288-Q293):

NEW QUESTION # 288
What is the expected behavior if an automation rule is NOT set to repeat?

- A. The action can only run once per day on the prospect.
- B. The prospect matches the criteria once, but the action runs multiple times.
- C. The prospect matches the criteria once and the action runs once.
- D. The prospect can match the criteria multiple times and the action runs each time.

Answer: C

Explanation:
Explanation
The expected behavior if an automation rule is not set to repeat is that the prospect matches the criteria once and the action runs once. An automation rule is a rule that runs in the background and matches prospects based on certain criteria and performs certain actions. An automation rule can be set to repeat or not repeat, depending on whether the administrator wants the rule to run multiple times or only once on the same prospect. If the automation rule is not set to repeat, it means that the rule will only run once on each prospect who matches the criteria, and it will not run again even if the prospect matches the criteria again in the future.
The other options are not the expected behavior if an automation rule is not set to repeat. The prospect cannot match the criteria multiple times and the action runs each time, as this would require the rule to be set to repeat. The action cannot run only once per day on the prospect, as this would require the rule to have a daily frequency limit. The prospect cannot match the criteria once, but the action runs multiple times, as this would require the rule to have multiple actions or a recurring action. References [Automation Rules Overview]

NEW QUESTION # 289
What factors are involved with and determine email deliverability?
(Choose 2)

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

Answer: A,E

Explanation:
Email deliverability is the measure of how successfully your emails reach the inbox of your recipients without bouncing or being marked as spam. Email deliverability depends on several factors, such as your sender reputation, your email content, and your email authentication. Two of the most important email authentication methods are Sender Policy Framework (SPF) and DomainKeys Identified Mail (DKIM). SPF is a protocol that allows you to specify which IP addresses are authorized to send emails from your domain. DKIM is a protocol that allows you to digitally sign your emails with a private key and verify them with a public key published in your domain's DNS records. Both SPF and DKIM help prevent email spoofing and phishing, and improve your sender reputation and deliverability

NEW QUESTION # 290
The drip program " New Client Onboarding " is set to " Only send emails during business hours (10am - 4pm M-F). " The drip logic is outlined below:Start Step 1: Send email " Welcome. " Step 2: Pause 3 days.Step 3:
Send email " Getting Started. " Step 4: Pause 7 days.Step 5: Send email " Tech Setup. " Step 6: Pause 7 days.
Step 7: Send email " Complete Configuration. " EndIf a prospect starts the drip program on Wednesday, when will the email in Step 3: Send email " Getting Started " be received by the prospect?

- A. The prospect will receive the email Monday.
- B. The prospect will receive the email Friday.
- C. The prospect will receive the email Tuesday.
- D. The prospect will receive the email Saturday.

Answer: A

Explanation:
The email in Step 3: Send email "Getting Started" will be received by the prospect on Monday, if the prospect starts the drip program on Wednesday. A drip program is a program that allows you to send a series of emails to your prospects based on a predefined schedule and logic. You can use drip programs to nurture your prospects, educate them about your products or services, or encourage them to take action. You can also use drip programs to send emails only during business hours, which are the hours that you specify for sending emails to your prospects, such as 10am - 4pm M-F. To calculate when the email in Step 3 will be received by the prospect, you need to follow the drip logic and the business hours settings. The drip logic is outlined below:
* Start
* Step 1: Send email "Welcome."
* Step 2: Pause 3 days.
* Step 3: Send email "Getting Started."
* Step 4: Pause 7 days.
* Step 5: Send email "Tech Setup."
* Step 6: Pause 7 days.
* Step 7: Send email "Complete Configuration."
* End
The business hours settings are:
* Only send emails during business hours (10am - 4pm M-F)
Assuming that the prospect starts the drip program on Wednesday at 10am, the email in Step 3 will be received by the prospect on Monday at 10am, following this logic:
* Wednesday 10am: The prospect starts the drip program and receives the email in Step 1.
* Thursday 10am: The prospect is still in Step 2, which pauses for 3 days.
* Friday 10am: The prospect is still in Step 2, which pauses for 3 days.
* Saturday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.
* Sunday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.
* Monday 10am: The prospect completes Step 2, which pauses for 3 days, and moves to Step 3, which sends the email "Getting Started." Therefore, the email in Step 3 will be received by the prospect on Monday at 10am.

NEW QUESTION # 291
Which Pardot feature should be used to track prospect access to a file hosted outside of Pardot?

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

Answer: A

Explanation:
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.

NEW QUESTION # 292
Completion Actions are retroactive.

- A. True
- B. False

Answer: B

Explanation:
Explanation
Completion actions are not retroactive and will only apply to prospects who complete the chosen action moving forward. Completion actions will fire each and every time a prospect takes the chosen action, except for when changing the prospect's Marketing Cloud Account Engagement score

NEW QUESTION # 293
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