

# Latest Salesforce Marketing-Cloud-Account-Engagement-Specialist Test Vce | Valid Test Marketing-Cloud-Account-Engagement-Specialist Tips



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

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>Engagement Studio: This section of the exam measures skills of a Marketing Automation Specialist and covers how to build and manage automated marketing programs. Candidates need to distinguish between the various components that make up an engagement program and understand the process for updating a program, including how to modify its assets effectively.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>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.</li> </ul>

Topic 4	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
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### Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q58-Q63):

#### NEW QUESTION # 58

You want to get some insight into a prospects score at each stage in their lifecycle. What Marketing Cloud Account Engagement report can you use?

- A. Conversions report
- B. List email report
- C. Form report
- D. Prospect lifecycle report

**Answer: D**

Explanation:

The Prospect Lifecycle report shows how prospects move through the sales funnel, from visitors to customers.

It also displays the average score and grade of prospects at each stage, as well as the number of days they spend in each stage. This report can help you understand how your marketing efforts are influencing the prospects' journey and identify areas for improvement.

References: Marketing Cloud Account Engagement Reports Overview, Prospect Lifecycle Report

#### NEW QUESTION # 59

When is a prospect automatically removed from future email sends?

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

**Answer: C,D**

Explanation:

Explanation

A prospect is automatically removed from future email sends when they either hard bounce or soft bounce five times. A hard bounce occurs when an email is permanently rejected by the recipient's server, usually because the email address is invalid, non-existent, or blocked. A soft bounce occurs when an email is temporarily rejected by the recipient's server, usually because the mailbox is full, the server is down, or the message is too large. A hard bounce indicates that the email address is no longer valid and should be removed

from your list. A soft bounce indicates that the email address may still be valid, but there is a temporary issue that prevents the delivery. However, after five soft bounces, Marketing Cloud Account Engagement will mark the prospect as undeliverable and stop sending emails to them

#### NEW QUESTION # 60

An Administrator wants to make a list of all prospects who complete the Contact Us form but only wants them to be added the first time they complete the form. If a prospect is ever removed from the list, they shouldn't be able to get added back to it.

What is a recommended way to create this type of list?

- A. Use table actions to add prospects who have completed the form to the list.
- B. Use a dynamic list that matches prospects as they complete the form.
- **C. Use an automation rule where prospects who complete the form will match the rule once and be added to the list.**
- D. Use a completion action on the form to automatically add anyone who completes it to the list.

**Answer: C**

Explanation:

The recommended way to create this type of list is to use an automation rule where prospects who complete the form will match the rule once and be added to the list. 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. Therefore, an automation rule is ideal for creating a list of prospects who complete the Contact Us form but only want them to be added the first time they complete the form. If a prospect is ever removed from the list, they will not be able to get added back to it, because they will not match the automation rule again.

#### NEW QUESTION # 61

None of the above

Email, First Name, and Last Name are required fields in order for GoToWebinar to register a new user to an event.

- A. True
- **B. False**

**Answer: B**

Explanation:

Explanation

Email, First Name, and Last Name are not required fields in order for GoToWebinar to register a new user to an event.

GoToWebinar is a web conferencing platform that allows you to host and join online meetings, webinars, and trainings. You can integrate Marketing Cloud Account Engagement with GoToWebinar using the GoToWebinar connector, which allows you to register prospects for GoToWebinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions. However, the only required field for GoToWebinar registration is Email. You can also include other fields, such as First Name, Last Name, Phone, or Company, but they are not mandatory. If you do not include these fields, Marketing Cloud Account Engagement will use the default values from the prospect's record or the connector settings.

Answer A is incorrect because Email, First Name, and Last Name are not required fields in order for GoToWebinar to register a new user to an event, as explained above. References: [GoToWebinar Connector],

[Set Up the GoToWebinar Connector]

#### NEW QUESTION # 62

A marketer receives a request to permanently delete a prospect from Marketing Cloud Account Engagement.

How does the marketer satisfy this request?

- A. The marketer goes to the prospect record and chooses the "Permanently Delete" menu option.
- **B. The marketer archives the prospect and then selects "Permanently Delete" from the recycle bin.**
- C. The marketer deletes the prospect in Salesforce, which then permanently deletes the prospect in Marketing Cloud Account Engagement.
- D. The marketer archives the prospect, but cannot permanently delete their data.

**Answer: B**

**Explanation:**

The way the marketer can satisfy the request to permanently delete a prospect from Marketing Cloud Account Engagement is by archiving the prospect and then selecting "Permanently Delete" from the recycle bin. Archiving a prospect removes them from the active prospect database and places them in the recycle bin, where they can be restored or permanently deleted. Permanently deleting a prospect removes them from Marketing Cloud Account Engagement and Salesforce completely and cannot be undone. The marketer cannot archive the prospect without permanently deleting their data, as the archived prospects still count towards the database limit and can be restored. The marketer cannot delete the prospect in Salesforce, as this will only archive the prospect in Marketing Cloud Account Engagement, not permanently delete them. The marketer cannot go to the prospect record and choose the "Permanently Delete" menu option, as this option is not available on the prospect record, only on the recycle bin. Reference Deleting Prospects

**NEW QUESTION # 63**

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