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

Topic	Details
Topic 1	<ul style="list-style-type: none"> • 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 2	<ul style="list-style-type: none"> • 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.
Topic 3	<ul style="list-style-type: none"> • Lead Management: This section of the exam measures skills of a Lead Generation Specialist and evaluates knowledge of automation and segmentation tools used in managing leads. Topics include automation rules, dynamic and static lists, completion actions, segmentation rules, and page actions. It also involves understanding scoring and grading models and how they contribute to lead qualification. Custom redirects and their use in tracking engagement are also part of this domain.

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q173-Q178):

NEW QUESTION # 173

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 # 174

A prospect is permanently deleted from Marketing Cloud Account Engagement. That prospect then fills out a new Marketing Cloud Account Engagement form and submits their information.

What happens to the prospect?

- A. An error message is displayed on the form preventing the prospect from submitting
- **B. A new prospect is created even though the prospect had previously been permanently deleted.**
- C. No new prospect is created because the prospect had previously been permanently deleted.
- D. The submission of the form retrieves and restores the previously deleted prospect information including activities.

Answer: B

Explanation:

According to the Salesforce documentation, when a prospect is permanently deleted from Marketing Cloud Account Engagement, all the associated data and activities are also deleted and cannot be restored. However, if the prospect fills out a new Marketing Cloud Account Engagement form and submits their information, a new prospect record will be created with the same email address as the deleted one, but without any of the previous data and activities. The new prospect will have a new unique ID and will not be linked to the deleted one in any way. Reference: Salesforce documentation

NEW QUESTION # 175

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

- A. Opportunities Created
- **B. Conversions**
- C. Opportunities Lost
- D. All Prospects
- **E. Prospects Created**

Answer: B,E

Explanation:

According to the Salesforce documentation, the information that cannot be displayed as a graph (line or bar) on the dashboard are: A) Prospects Created, and B) Conversions. The dashboard is a feature that shows the overview and performance of the marketing activities and campaigns in Marketing Cloud Account Engagement. The dashboard can be accessed from the Dashboard tab in Marketing Cloud Account Engagement, and it can show different data and metrics for the marketing elements, such as emails, forms, landing pages, or opportunities. The dashboard can display some of the information as graphs (line or bar), such as opportunities created, opportunities won, opportunities lost, or all prospects. The graphs can help users to visualize and compare the trends and changes of the information over time, and to filter or export the graphs. The dashboard cannot display some of the information as graphs (line or bar), such as prospects created or conversions. The prospects created information shows the number of prospects that were added to Marketing Cloud Account Engagement in a given time period, and it can be displayed as a table or a chart, but not as a graph. The conversions information shows the number of visitors that were converted to prospects in a given time period, and it can be displayed as a table or a chart, but not as a graph. These types of information are not suitable for displaying as graphs, as they are either too granular or too static for the data visualization. Reference: Salesforce documentation

NEW QUESTION # 176

What is the fastest way for an Administrator to create a one-time list of prospects who match specific criteria?

- A. Use a completion action.
- **B. Use a segmentation rule.**
- C. Use a dynamic list.
- D. Use an automation rule.

Answer: B

Explanation:

The fastest way for an Administrator to create a one-time list of prospects who match specific criteria is to use a segmentation rule. A segmentation rule is a rule that runs once and matches prospects based on the criteria you set. You can use a segmentation 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. A segmentation rule is useful when you want to segment your prospects quickly and easily without creating a dynamic list or an automation rule

NEW QUESTION # 177

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 remain ineligible to re-enter the program.
- B. Prospects will NOT re-enter the program until manually approved to re-enter.
- C. Prospects will re-enter the program after waiting another 90 days.
- **D. Prospects will re-enter the program immediately.**

Answer: D

Explanation:

The answer that correctly describes 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 is that prospects will re-enter the program immediately. A repeating engagement program is a type of program that allows prospects to re-enter the program after a certain period of time, such as 90 days, and up to a certain number of times, such as 5. If a user changes the total entries limit to a higher number, such as 10, the prospects who have already reached the previous limit, but are eligible to re-enter based on the time period, will re-enter the

program as soon as the user restarts the program. Prospects will not re-enter the program after waiting another 90 days, remain ineligible to re-enter the program, or not re-enter the program until manually approved, as these are not the effects of changing the total entries limit. References: 2: Repeating Engagement Programs

NEW QUESTION # 178

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