Authentic Marketing-Cloud-Account-Engagement-Specialist Exam Questions & Standard Marketing-Cloud-Account-Engagement-Specialist Answers

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

Topic	Details
Topic 1	• 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 2	• 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 3	• 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.
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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The Salesforce Marketing Cloud Account Engagement Specialist (Marketing-Cloud-Account-Engagement-Specialist) certification exam is a valuable credential that is designed to validate the candidates' skills and knowledge level. The Marketing-Cloud-Account-Engagement-Specialist certification exam is one of the high in demand industrial recognized credentials to prove your skills and knowledge level. With the Salesforce Marketing-Cloud-Account-Engagement-Specialist Certification Exam everyone can upgrade their skills and become competitive and updated in the market.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q193-Q198):

NEW QUESTION # 193
Which two actions occur when an automation rule is deleted?
Choose 2 answers

- A. Prospects will no longer be able to match the rule.
- B. Any prospects who matched the rule will be deleted.
- C. The rule will be sent to the recycle bin in paused mode.
- D. Actions that have applied to prospects are undone.

Answer: A,C

Explanation:
When an automation rule is deleted, it means that the rule is no longer active and will not run on any prospects. Therefore, prospects will no longer be able to match the rule (A). The rule will also be sent to the recycle bin in paused mode, where it can be restored or permanently deleted (B). However, deleting an automation rule does not undo the actions that have already been applied to the prospects who matched the rule before . Nor does it delete any prospects who matched the rule (D). Reference: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION # 194
You want your Sales team to be able to send one-to-one emails in Marketing Cloud Account Engagement and no list emails. How can you do this?

- A. Set them up as a one-to-one email user only
- B. Set them up as a Marketing user and then control how many emails can be sent.
- C. You can't send one-to-one emails out of Marketing Cloud Account Engagement.
- D. Set them up as a Sales user in Marketing Cloud Account Engagement

Answer: D

Explanation:
Sales users are Marketing Cloud Account Engagement users who have access to the prospect database and can send one-to-one emails to prospects, but not list emails. Sales users can also view and edit prospect records, create tasks and activities, and sync prospects with Salesforce. You can set up sales users in Marketing Cloud Account Engagement by assigning them the Sales role and enabling the one-to-one email option in their user settings. Reference: [User Roles], [Create and Edit Users]

NEW QUESTION # 195
Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead's Marketing Cloud Account Engagement information (score/grade) transferred over. How do you address this issue?

- A. Marketing Cloud Account Engagement only shows this information on the lead record.
- B. Once converted, this information shows on the account record and not the contact.
- C. The administrator needs to create lookup fields on the contact to see this from the lead.
- D. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.

Answer: D

Explanation:
Explanation
According to the Salesforce documentation, the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce can be addressed by making sure that the administrator has mapped the lead fields to the contact fields in Salesforce. A field mapping is a feature that allows users to sync the data between Marketing Cloud Account Engagement and Salesforce fields, such as name, email, score, or grade. A field mapping can be configured by the administrator in the connector settings, and it can be customized for different objects, such as leads, contacts, or accounts. When a lead is converted to a contact in Salesforce, the Marketing Cloud Account Engagement information (score/grade) should transfer over to the contact record, as long as the lead fields and the contact fields are mapped correctly in the connector settings. If the fields are not mapped correctly, the Marketing Cloud Account Engagement information (score/grade) will not transfer over, and the contact record will not reflect the Marketing Cloud Account Engagement data.
Therefore, the administrator needs to make sure that the lead fields and the contact fields are mapped correctly in the connector settings, and that the sync between Marketing Cloud Account Engagement and Salesforce is working properly.
Marketing Cloud Account Engagement only showing this information on the lead record, this information showing on the account record and not the contact, or the administrator needing to create lookup fields on the contact to see this from the lead are not the correct ways to address the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce, as they are either inaccurate, irrelevant, or unnecessary options for the field mapping or the data sync. References: Salesforce documentation

NEW QUESTION # 196
A user creates and resumes a new automation rule.
Which two statements are true about that rule?
Choose 2 answers

- A. The rule will evaluate their entire prospect database for matches.
- B. The rule will continuously look for prospects who match the criteria.
- C. The rule will unmatch prospects that no longer match the criteria.
- D. The rule will run once and must be re-run for prospects to match again.

Answer: A,B

Explanation:
Explanation
When a user creates and resumes a new automation rule, the rule will continuously look for prospects who match the criteria (B) and evaluate their entire prospect database for matches. These are the characteristics of automation rules in Account Engagement, which are different from segmentation rules that run only once.
The rule will not run once and must be re-run for prospects to match again (A), nor will it unmatch prospects that no longer match the criteria (D). Unmatching prospects is only possible with dynamic lists, not automation rules. References: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION # 197
Which two prospect activities trigger a sync from Marketing Cloud Account Engagement to Salesforce? Choose 2 answers

- A. Clicking a custom redirect
- B. Unsubscribing from email
- C. Submitting a form
- D. Opening an email

Answer: C,D

Explanation:
According to the Salesforce documentation, the two prospect activities that trigger a sync from Marketing Cloud Account Engagement to Salesforce are: A) Submitting a form, and B) Opening an email. A form submission is an activity that occurs when a prospect fills out and submits a Marketing Cloud Account Engagement form or a form handler. An email open is an activity that occurs when a prospect opens an email sent from Marketing Cloud Account Engagement. These two activities will trigger a sync from Marketing Cloud Account Engagement to Salesforce, meaning that the prospect's information and activity data will be updated in Salesforce. A sync from Marketing Cloud Account Engagement to Salesforce happens when a prospect is created or updated in Marketing Cloud Account Engagement, or when a prospect performs a significant activity in Marketing Cloud Account Engagement.
Clicking a custom redirect or unsubscribing from email are not activities that trigger a sync from Marketing Cloud Account

Engagement to Salesforce, as they are not considered significant activities in Marketing Cloud Account Engagement. A custom redirect is a trackable URL that can be used to measure and report on the clicks of any online content. An unsubscribe is an action that occurs when a prospect opts out of receiving emails from the sender. These two activities will not trigger a sync from Marketing Cloud Account Engagement to Salesforce, unless they are combined with other activities that do trigger a sync, such as submitting a form or opening an email. Reference: Salesforce documentation

NEW QUESTION # 198

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