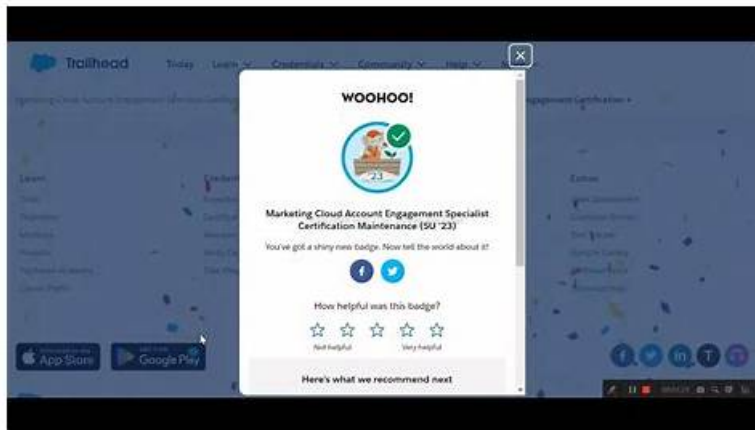


Marketing-Cloud-Account-Engagement-Specialist examkiller gültige Ausbildung Dumps & Marketing- Cloud-Account-Engagement-Specialist Prüfung Überprüfung Torrents



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Viele IT-Leute sind sich einig, dass Salesforce Marketing-Cloud-Account-Engagement-Specialist Zertifikat ein Sprungbrett zu dem Höhepunkt der IT-Branche ist. Deshalb kümmern sich viele IT-Experten um die Salesforce Marketing-Cloud-Account-Engagement-Specialist Zertifizierungsprüfung.

Salesforce Marketing-Cloud-Account-Engagement-Specialist Prüfungsplan:

Thema	Einzelheiten
Thema 1	<ul style="list-style-type: none"> 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.
Thema 2	<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.
Thema 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.
Thema 4	<ul style="list-style-type: none"> 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.

Marketing-Cloud-Account-Engagement-Specialist Trainingsmaterialien: Salesforce Marketing Cloud Account Engagement Specialist & Marketing- Cloud-Account-Engagement-Specialist Lernmittel & Salesforce Marketing- Cloud-Account-Engagement-Specialist Quiz

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Salesforce Marketing Cloud Account Engagement Specialist Marketing- Cloud-Account-Engagement-Specialist Prüfungsfragen mit Lösungen (Q25- Q30):

25. Frage

What is a good default sales ready lead score?

- A. 0
- **B. 1**
- C. 2
- D. 3

Antwort: B

Begründung:

Explanation

A good default sales ready lead score is 100, as this indicates a high level of interest and engagement from the prospect. Lead scoring is a way of assigning a numerical value to each prospect based on their behavior and profile, such as visiting your website, opening your emails, filling out forms, etc. The higher the score, the more likely the prospect is to buy from you. A lead score of 100 means that the prospect has met all the criteria you have set for a sales ready lead, such as viewing a specific page, requesting a demo, or downloading a white paper. You can customize your lead scoring criteria and thresholds according to your business needs and goals. For more details -> 12

26. Frage

LenoxSoft enabled the "Always Display Form After Submission" setting on their Marketing Cloud Account Engagement form. What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

- **A. The form would be displayed on the page once again.**
- B. The prospect would receive an error message.
- C. The thank-you content would continue to be shown.
- D. The prospect would be redirected to a thank-you page.

Antwort: A

Begründung:

Explanation

The expected behavior if a prospect refreshes the page after initially submitting the form with the "Always Display Form After Submission" setting enabled is that the form would be displayed on the page once again (B). This setting allows the form to be submitted multiple times by the same prospect, which is useful for fields that are set to always be displayed, such as reporting issues or comments. The prospect would not receive an error message (A), be redirected to a thank-you page, or see the thank-you content (D), as these options are not compatible with the "Always Display Form After Submission" setting. References: Account Engagement Form Troubleshooting and FAQ

27. Frage

LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website.

How should a Marketing Cloud Account Engagement marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer

- A. Create a segmentation list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects.
- B. Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.
- **C. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.**
- D. Create a dynamic list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects

Antwort: C

Begründung:

The best way to design an engagement program focused on providing exclusive offers and content to re-engage prospects is to create a dynamic list and add it as the recipient list to an engagement program. A dynamic list is a list that automatically populates with prospects who match the criteria you set. An engagement program is a program that allows you to send automated emails to prospects based on their behavior and preferences. LenoxSoft can create a dynamic list that matches prospects who have not been active on their website for more than 180 days, and add it as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

28. Frage

A user needs to be able to import and export lists. What user role do you give them?

- A. Sales
- B. None of the above
- **C. Marketing**
- D. Sales Manager

Antwort: C

Begründung:

Explanation

A user needs to be able to import and export lists. The user role that you should give them is Marketing. The Marketing user role has the permission to import and export prospects, as well as create and edit marketing assets, such as forms, landing pages, emails and campaigns. The other user roles, such as Sales Manager, Sales and None of the above, do not have the permission to import and export prospects.

29. Frage

A user needs to change which email template is used in a running engagement program.

What is the first step the user must take In order to make this change?

- A. Delete the old sent email
- B. Change the wait time for the template
- **C. Pause the Program**
- D. Copy the original Engagement Program

Antwort: C

Begründung:

According to the Salesforce documentation, the first step the user must take in order to change which email template is used in a running engagement program is to pause the program. A running engagement program is a program that is actively sending emails and performing actions to the prospects in the program. To make any changes to a running program, such as changing the email template, the user must first pause the program to stop the email sends and actions. After making the changes, the user can resume the program and continue the email sends and actions. Copying the original engagement program, changing the wait time for the

template, or deleting the old sent email are not the first steps the user must take, as they will not allow the user to change the email template in the running program. References: Salesforce documentation

30. Frage

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Aufgrund der großen Übereinstimmung mit den echten Salesforce Marketing-Cloud-Account-Engagement-Specialist Prüfungsfragen und -antworten (Salesforce Marketing Cloud Account Engagement Specialist) können wir Ihnen 100%-Pass-Garantie versprechen. Wir aktualisieren jeden Tag nach den Informationen von Prüfungsabsolventen oder Mitarbeitern aus dem Testcenter unsere Prüfungsfragen und Antworten zu Salesforce Marketing-Cloud-Account-Engagement-Specialist Fragenpool (Salesforce Marketing Cloud Account Engagement Specialist). Wir extrahieren jeden Tag die Informationen der tatsächlichen Prüfungen und integrieren in unsere Produkte.

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