

# Actual Marketing-Cloud-Account-Engagement-Specialist Exam Prep Materials is The Best Choice for You



BONUS!!! Download part of Dumps4PDF Marketing-Cloud-Account-Engagement-Specialist dumps for free:  
[https://drive.google.com/open?id=1UenopME\\_Q7wVU\\_gv0haWw0zjSOiOZhJ](https://drive.google.com/open?id=1UenopME_Q7wVU_gv0haWw0zjSOiOZhJ)

Our Marketing-Cloud-Account-Engagement-Specialist exam questions just focus on what is important and help you achieve your goal. With high-quality Marketing-Cloud-Account-Engagement-Specialist guide materials and flexible choices of learning mode, they would bring about the convenience and easiness for you. Every page is carefully arranged by our experts with clear layout and helpful knowledge to remember. In your every stage of review, our Marketing-Cloud-Account-Engagement-Specialist practice prep will make you satisfied.

It is a truism that an internationally recognized Marketing-Cloud-Account-Engagement-Specialist certification can totally mean you have a good command of the knowledge in certain areas. If you are overwhelmed by workload heavily and cannot take a breath from it, why not choose our Marketing-Cloud-Account-Engagement-Specialist preparation torrent? We are specialized in providing our customers with the most reliable and accurate exam materials and help them pass their exams by achieve their satisfied scores. With our Marketing-Cloud-Account-Engagement-Specialist practice materials, your exam will be a piece of cake.

>> **Free Marketing-Cloud-Account-Engagement-Specialist Pdf Guide** <<

## Free PDF Quiz Perfect Marketing-Cloud-Account-Engagement-Specialist - Free Salesforce Marketing Cloud Account Engagement Specialist Pdf Guide

With the high class operation system, we can assure you that you can start to prepare for the Marketing-Cloud-Account-Engagement-Specialist exam with our study materials only 5 to 10 minutes after payment since our advanced operation system will send the Marketing-Cloud-Account-Engagement-Specialist exam torrent to your email address automatically as soon as possible after payment. Most important of all, as long as we have compiled a new version of the Marketing-Cloud-Account-Engagement-Specialist Guide Torrent, we will send the latest version of our Marketing-Cloud-Account-Engagement-Specialist training materials to our customers for free during the whole year after purchasing. We will continue to bring you integrated Marketing-Cloud-Account-Engagement-Specialist guide torrent to the demanding of the ever-renewing exam, which will be of great significance for you to keep pace with the times.

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

Topic	Details
Topic 1	<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 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>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>
Topic 4	<ul style="list-style-type: none"> <li>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.</li> </ul>

## Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q140-Q145):

### NEW QUESTION # 140

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score
- B. Campaign, Email, Profile, Score**
- C. Account, Email, Profile, Score
- D. Campaign, Email, Full Name, Profile

**Answer: B**

Explanation:

Explanation

<https://static1.squarespace.com/static/54359ec1e4b0d2eefcc96bb0/t/5b930f624ae2373f8cb06bad/153636438862>

**Create Prospect**

**salesforce**  
First Name

Last Name

Email \*

Company

Account No account

Website

Campaign \*

Profile \*

Assign To

Notes

Score \* 0

The information that is required when creating a prospect manually is campaign, email, profile, and score. A prospect is a potential customer who has expressed some interest in your products or services, and whose information you have captured in Marketing Cloud Account Engagement. You can create a prospect manually in Marketing Cloud Account Engagement by entering their information in a form, or by importing them from a file. When creating a prospect manually, you need to provide the following information:

\* Campaign: The marketing initiative that you use to track the first touch point with the prospect, such as a trade show, a webinar, or a Google Ad. You can select a campaign from the drop-down menu, or use the default campaign that you set in your account settings.

\* Email: The email address of the prospect, which is used as the unique identifier for the prospect record. You need to enter a valid email address for the prospect, or the prospect will not be created.

\* Profile: The category that you use to segment your prospects based on their characteristics, such as industry, role, or product interest. You can select a profile from the drop-down menu, or use the default profile that you set in your account settings.

\* Score: The numerical value that indicates the level of interest or engagement of the prospect in your products or services. You can enter a score for the prospect, or use the default score of 0 that is assigned to new prospects.

Other information that you can provide when creating a prospect manually are:

\* First Name: The first name of the prospect, which can be used for personalization or segmentation.

\* Last Name: The last name of the prospect, which can be used for personalization or segmentation.

\* Company: The name of the company that the prospect works for, which can be used for reporting or segmentation.

\* Website: The URL of the website that the prospect visits or owns, which can be used for tracking or segmentation.

\* Assign To: The user that you want to assign the prospect to, who will be responsible for following up with the prospect. You can select a user from the drop-down menu, or use the default user that you set in your account settings.

#### NEW QUESTION # 141

Which action removes the [[crm\_deleted]] flag from a prospect record?

- A. Unchecking " CRM Deleted- on the prospect record
- B. Removing the prospect from the Marketing Cloud Account Engagement recycle bin
- C. Re-submitting a form by a prospect
- **D. Undeleting the record in Salesforce**

**Answer: D**

Explanation:

The [[crm\_deleted]] flag is a system field that indicates whether a prospect record has been deleted in Salesforce. The only action that removes this flag from a prospect record is undeleting the record in Salesforce. Re-submitting a form by a prospect, unchecking "CRM Deleted" on the prospect record, or removing the prospect from the Marketing Cloud Account Engagement recycle bin will not remove the flag, as the prospect will still be deleted in Salesforce2. References: 2: [System Fields]

#### **NEW QUESTION # 142**

How can you delete a prospect?

- A. Through an automation rule.
- B. Through a completion action.
- C. You can ' t delete prospects.
- **D. Through the prospect table actions.**

**Answer: D**

Explanation:

You can delete a prospect through the prospect table actions. The prospect table is a list of all the prospects in your Marketing Cloud Account Engagement account, which you can access by navigating to Prospects > Prospect List. From there, you can select one or more prospects and click on the Tools button to see the available actions. One of the actions is Delete, which will permanently remove the selected prospects from your Marketing Cloud Account Engagement account. You can also delete a single prospect by clicking on their name and then clicking on the Delete button on their record.

Answer A is incorrect because you cannot delete a prospect through a completion action. A completion action is a task that is performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not deleting them. Answer B is incorrect because you cannot delete a prospect through an automation rule. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use automation rules to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not deleting them. Answer C is incorrect because you can delete prospects, as explained above. References: Prospect List, [Delete Prospects], [Completion Actions] , [Automation Rules]

#### **NEW QUESTION # 143**

A marketer wants to create different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle. When an Opportunity stage changes in Salesforce, the prospect list membership automatically updates to reflect that m Marketing Cloud Account Engagement. example, if an opportunity moves from Negotiations to Closed Won, the prospects associated with that opportunity. Should be removed from the Negotiations list, and added to the Closed won list.

How could the marketer accomplish this?

- A. Page Action
- B. Completion Action
- **C. Dynamic List**
- D. Automation Rule

**Answer: C**

Explanation:

According to the Salesforce documentation, the marketer can accomplish the goal of creating different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle and automatically updating the prospect list membership based on the opportunity stage change in Salesforce by using a dynamic list. A dynamic list is a list of prospects that is updated automatically based on certain criteria, such as prospect field values, activities, or scores. A dynamic list can be used to segment prospects based on their opportunity stage in Salesforce, and to add or remove prospects from the list when the opportunity stage changes. For example, a dynamic list can be created for prospects whose opportunity stage is Negotiations, and another dynamic list

can be created for prospects whose opportunity stage is Closed Won. When an opportunity moves from Negotiations to Closed Won in Salesforce, the prospect associated with that opportunity will be removed from the Negotiations list and added to the Closed Won list in Marketing Cloud Account Engagement. A completion action, a page action, or an automation rule are not the best tools to accomplish the goal of creating different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle and automatically updating the prospect list membership based on the opportunity stage change in Salesforce, as they are related to other aspects of automation, such as performing actions after a prospect completes a marketing element, visits a web page, or meets certain criteria, but not segmenting prospects based on their opportunity stage in Salesforce. Reference: Salesforce documentation

#### NEW QUESTION # 144

What are two benefits of the engagement studio testing experience?

Choose 2 answers

- A. Measuring a specific step's performance
- B. Evaluating email template options for the program
- C. Visualizing a prospect's possible paths
- D. Understanding the timeline of the program

Answer: A,C

Explanation:

According to the Salesforce documentation, the two benefits of the engagement studio testing experience are: B) Visualizing a prospect's possible paths, and D) Measuring a specific step's performance. The engagement studio testing experience is a feature that allows users to test and troubleshoot their engagement studio programs before launching them. The testing experience can help users to: Visualize a prospect's possible paths: The testing experience can show the user how a prospect can move through the program based on different scenarios and outcomes. The user can see the positive, negative, and neutral paths that a prospect can take after each step, and the actions and emails that the prospect will receive. The user can also see the number of prospects that are expected to take each path based on the current recipient list. Measuring a specific step's performance: The testing experience can show the user the performance metrics of each step, such as the number and percentage of prospects who have completed, skipped, or are waiting for the step. The user can also see the email metrics of each email step, such as the number and percentage of prospects who have opened, clicked, or unsubscribed from the email. The user can use these metrics to evaluate and optimize the effectiveness of each step. Evaluating email template options for the program or understanding the timeline of the program are not benefits of the engagement studio testing experience, as they are related to other aspects of the program creation, such as choosing the email content or setting the wait times. Reference: Salesforce documentation

#### NEW QUESTION # 145

.....

Our Marketing-Cloud-Account-Engagement-Specialist practice test is designed to accelerate your professional knowledge and improve your ability to solve the difficulty of Marketing-Cloud-Account-Engagement-Specialist real questions. Well preparation of certification exam is the first step of passing Marketing-Cloud-Account-Engagement-Specialist Exam Tests and can save you lots time and money. Our latest Marketing-Cloud-Account-Engagement-Specialist dumps torrent contains the valid questions and answers which updated constantly.

**New Marketing-Cloud-Account-Engagement-Specialist Exam Discount:** <https://www.dumps4pdf.com/Marketing-Cloud-Account-Engagement-Specialist-valid-braindumps.html>

- Salesforce Free Marketing-Cloud-Account-Engagement-Specialist Pdf Guide: Salesforce Marketing Cloud Account Engagement Specialist - [www.dumpsquestion.com](http://www.dumpsquestion.com) High-effective Company  Search for « Marketing-Cloud-Account-Engagement-Specialist » on  [www.dumpsquestion.com](http://www.dumpsquestion.com)  immediately to obtain a free download  Marketing-Cloud-Account-Engagement-Specialist Certification Test Questions
- Newest Free Marketing-Cloud-Account-Engagement-Specialist Pdf Guide - Leading Offer in Qualification Exams - Unparalleled Salesforce Marketing Cloud Account Engagement Specialist  Open website ( [www.pdfvce.com](http://www.pdfvce.com) ) and search for ⇒ Marketing-Cloud-Account-Engagement-Specialist ⇐ for free download   Marketing-Cloud-Account-Engagement-Specialist Test Braindumps
- Marketing-Cloud-Account-Engagement-Specialist Reliable Test Notes  Reliable Marketing-Cloud-Account-Engagement-Specialist Test Guide  Marketing-Cloud-Account-Engagement-Specialist Test Braindumps  Search for [ Marketing-Cloud-Account-Engagement-Specialist ] and download exam materials for free through ➡ [www.exam4labs.com](http://www.exam4labs.com)    Study Marketing-Cloud-Account-Engagement-Specialist Reference

