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

Topic	Details
Topic 1	• 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	• 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.
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	• 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 5	• 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.

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q101-Q106):

NEW QUESTION # 101
What does Marketing Cloud Account Engagement sync first with Salesforce?

- A. Leads
- B. Contacts

Answer: B

Explanation:
Marketing Cloud Account Engagement syncs first with contacts in Salesforce. Marketing Cloud Account Engagement and Salesforce work together to keep data aligned between the two platforms. Some of the data that syncs bi-directionally are leads, contacts, and campaigns. Some of the data that syncs one-directionally from Salesforce to Marketing Cloud Account Engagement are accounts, opportunities, and tasks. By default, when Marketing Cloud Account Engagement syncs a prospect, Marketing Cloud Account Engagement looks for contacts with a matching email address as first priority. If it doesn't find any, it will look for a matching lead to sync with. If it doesn't find one of those, either, it will create a lead. This ensures that Marketing Cloud Account Engagement does not create duplicate records in Salesforce. You can also configure Marketing Cloud Account Engagement to create contacts or person accounts instead of leads, depending on your preference. For more details -> 678910

NEW QUESTION # 102
A new Lead record is created in Salesforce without an automatically email address and the Salesforce connector is set to automatically create prospects In Marketing Cloud Account Engagement.
What action will occur in Marketing Cloud Account Engagement?

- A. A new prospect record will be created.
- B. A new visitor record will be created.
- C. A new Account will be created.
- D. No new record will be created.

Answer: D

Explanation:

Explanation

According to the [Salesforce documentation], when a new lead record is created in Salesforce without an email address, and the Salesforce connector is set to automatically create prospects in Marketing Cloud Account Engagement, no new record will be created in Marketing Cloud Account Engagement. This is because email address is a required field for creating a prospect in Marketing Cloud Account Engagement, and without it, the lead record cannot be synced or matched with a prospect record. A visitor record is created only when a person visits a tracked web page, not when a lead record is created in Salesforce. A new account will not be created either, as accounts are synced from Salesforce to Marketing Cloud Account Engagement based on the account ID of the associated lead or contact record. A new prospect record will not be created, as explained above.

References: [Salesforce documentation]

NEW QUESTION # 103

LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in.

Which field type should they leverage?

- A. Checkbox
- B. Dropdown
- C. Multi-Select
- D. TextArea

Answer: B

Explanation:

If LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in, they should leverage the dropdown field type. A dropdown field is a single-select field that allows the prospect to choose one option from a predefined list. A dropdown field can be used to capture information such as product interest, industry, or country. A dropdown field can also be used as a controlling field for dependent fields5. Reference: Marketing Cloud Account Engagement Form Field Types

NEW QUESTION # 104

What is an ideal Click-Through Rate (CTR)?

- A. less than 1%
- B. more than 2%
- C. more than 5%
- D. 1%

Answer: B

Explanation:

Click-through rate (CTR) is the percentage of recipients who click on a link in your email. CTR is an indicator of how engaging and relevant your email content is to your audience. CTR can vary depending on the industry, the type of email, the subject line, the call to action, and other factors. However, according to various sources, the average CTR for email marketing across all industries is around 2.6%. Therefore, a CTR of more than 2% can be considered as an ideal or good CTR for email marketing

NEW QUESTION # 105

Which two events allow for a prospect's Marketing Cloud Account Engagement campaign to be set? (Choose two answers.)

- A. When prospects are added to a static list.
- B. When new prospects are imported into Marketing Cloud Account Engagement via a .csv file.
- C. When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which will associate prospects with third-party campaigns.
- D. When a profile is associated with the prospects.

Answer: B,C

Explanation:

The two events that allow for a prospect's Marketing Cloud Account Engagement campaign to be set are:

When new prospects are imported into Marketing Cloud Account Engagement via a .csv file. A Marketing Cloud Account Engagement campaign is a marketing initiative that you use to track the first touch point with your prospects, such as a trade show, a webinar, or a Google Ad. You can assign a Marketing Cloud Account Engagement campaign to your prospects when you import them into Marketing Cloud Account Engagement via a .csv file, which is a file that contains the prospect data in a comma-separated format. You can use the Marketing Cloud Account Engagement campaign field in the .csv file to specify the campaign that you want to associate with the prospects, or you can use the default campaign that you select when you upload the file4.

When the Google Analytics connector is enabled within Marketing Cloud Account Engagement, which will associate prospects with third-party campaigns. The Google Analytics connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your Google Analytics account, and sync the campaign data between them. You can use the Google Analytics connector to append UTM parameters to your Marketing Cloud Account Engagement tracked links, and associate prospects with third-party campaigns, such as Google Ads, Facebook Ads, or Twitter Ads. UTM parameters are tags that you can add to the end of a URL to track the source, medium, campaign, term, and content of your web traffic. When a prospect clicks on a Marketing Cloud Account Engagement tracked link that contains UTM parameters, Marketing Cloud Account Engagement will set the prospect's Marketing Cloud Account Engagement campaign to the value of the utm_campaign parameter, if it exists.

NEW QUESTION # 106

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