

Marketing-Cloud-Account-Engagement-Specialist퍼펙트 최신덤프모음집, Marketing-Cloud-Account- Engagement-Specialist덤프문제집



BONUS!!! ExamPassdump Marketing-Cloud-Account-Engagement-Specialist 시험 문제집 전체 버전을 무료로 다운로드하세요: <https://drive.google.com/open?id=1iSne0dV1PtAV3oubcERRqPezII5a-cQ1>

우리의 덤프는 기존의 시험문제와 답과 시험문제분석 등입니다. ExamPassdump에서 제공하는 Salesforce Marketing-Cloud-Account-Engagement-Specialist시험자료의 문제와 답은 실제시험의 문제와 답과 아주 비슷합니다. ExamPassdump는 여러분이 한번에Salesforce Marketing-Cloud-Account-Engagement-Specialist인증시험을 패스함을 보장드립니다.

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

주제	소개
주제 1	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.
주제 2	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.
주제 3	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.

주제 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.
주제 5	• 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.

>> Marketing-Cloud-Account-Engagement-Specialist퍼펙트 최신 덤프모음집 <<

Salesforce Marketing-Cloud-Account-Engagement-Specialist덤프문제집 - Marketing-Cloud-Account-Engagement-Specialist시험대비 덤프자료

Salesforce인증 Marketing-Cloud-Account-Engagement-Specialist시험은 IT인증시험중 가장 인기있는 시험입니다. Salesforce인증 Marketing-Cloud-Account-Engagement-Specialist시험패스는 모든 IT인사들의 로망입니다. ExamPassdump의 완벽한 Salesforce인증 Marketing-Cloud-Account-Engagement-Specialist덤프로 시험준비하여 고득점으로 자격증을 따보세요.

최신 Salesforce Marketers Marketing-Cloud-Account-Engagement-Specialist 무료샘플문제 (Q277-Q282):

질문 # 277

What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

- A. The Opportunity must have the "Marketing Cloud Account Engagement" record type.
- **B. The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement**
- C. The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.
- D. The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.

정답: B

설명:

Explanation

For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. This means that the Contact Role must be associated with a Contact record that has a Marketing Cloud Account Engagement prospect record. The Opportunity record type, source, or creator are not relevant for the sync

질문 # 278

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

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

정답: C,D

설명:

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.

References: Salesforce documentation

질문 # 279

A CNAME or vanity alias, is used to provide a seamless transition for your prospects when visiting pages and forms that you host on your site and Marketing Cloud Account Engagement hosted campaign elements such as; landing pages, search results and individually tracked links sent in your emails.

- A. False
- **B. True**

정답: B

설명:

Explanation

A CNAME or vanity alias is used to provide a seamless transition for your prospects when visiting pages and forms that you host on your site and Marketing Cloud Account Engagement hosted campaign elements such as landing pages, search results and individually tracked links sent in your emails. This is true because a CNAME allows you to use your own domain name instead of the default go.Marketing Cloud Account Engagement.com domain name, which enhances your branding and trustworthiness.

질문 # 280

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.

If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

- A. Day 0
- B. Day 5
- C. Day 4
- **D. Day 3**

정답: D

설명:

According to the Engagement Studio FAQ, when a program is paused, the prospects in the program are also paused and their wait times are not affected. Therefore, when the program is restarted, the prospects resume from where they left off. In this case, the prospect was on day 3 of a 5-day wait time when the program was paused, so they will be on day 3 when the program is restarted.

질문 # 281

Which Marketing Cloud Account Engagement function should be used to track prospect engagement on a banner ad on a third-party site?

- A. Page action
- B. Campaign tracking code
- **C. Custom redirect**
- D. Landing page

정답: C

Explanation

질문 # 282

[illegible]

2026 ExamPassdump 최신 Marketing-Cloud-Account-Engagement-Specialist PDF 버전 시험 문제집과 Marketing-Cloud-Account-Engagement-Specialist 시험 문제 및 답변 무료 공유: <https://drive.google.com/open?id=1iSne0dV1PtAV3oubcERRqPezII5a-cQ1>