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Marketing-Cloud-Account-Engagement-Specialist Practice Materials: Salesforce Marketing Cloud Account Engagement Specialist & Marketing-Cloud-Account-Engagement-Specialist Test King & Marketing-Cloud-Account-Engagement-Specialist Test Questions

Since our childhood, we have always been guided to study hard to clear the Salesforce Marketing-Cloud-Account-Engagement-Specialist exams but if you still believe in the same pattern for clearing your Salesforce Marketing Cloud Account Engagement Specialist Marketing-Cloud-Account-Engagement-Specialist certification exam, I must say it's a bad idea. Studying hard is good only when you have enough time and no liability to check. When you are in your professional career, you don't have enough time to study hard but you have time to study smart. The smart study includes to prepare PassExamDumps Marketing-Cloud-Account-Engagement-Specialist Exam Questions that will help you concentrate on the core study and not follow up on the stories and background.

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

Topic	Details
Topic 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.
Topic 2	• 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 3	• 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.
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.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q71-Q76):

NEW QUESTION # 71
Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?

- A. Unique submissions
- B. Conversions
- C. Total submissions
- D. unique clicks

Answer: A

NEW QUESTION # 72
How can you preview/test matches for automation rules before you run them?

- A. Use the automation preview option.
- B. Run the automation rule to see how many matches there are.
- C. Create a list and see how many prospects are affected.

Answer: A

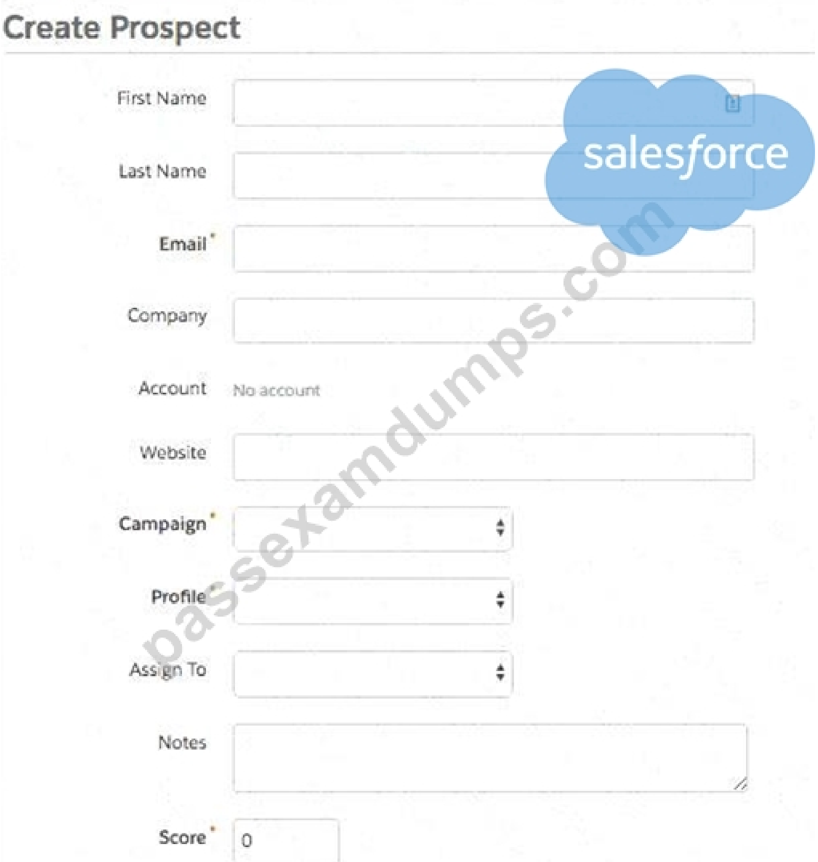
Explanation:
You can preview which prospects will be matches by your Automation Rules. After creating or editing your rules, click the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time (this is very fast for most rules - often under a minute). The preview will tell you how many prospects

will be matched. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them.
Explanation:
You can preview or test matches for automation rules before you run them by using the automation preview option. This option allows you to see how many prospects will be matched by your automation rules without actually running them. You can access this option by clicking the Preview button while the rules are in Paused mode. You will receive an email notification when the preview is finished or you can wait on the page for it to finish in real-time. The preview will tell you how many prospects will be matched and show you a sample of them. If you adjust criteria on existing automation rules, please note that automation previews will identify only prospects who have not already had the rule's actions applied to them.
Answer A is incorrect because running the automation rule will not only show you how many matches there are, but also apply the actions to them, which may not be what you want. Answer C is incorrect because creating a list and seeing how many prospects are affected will not give you the same results as the automation preview option, since the list criteria may not match the automation rule criteria exactly. Answer D is incorrect because there is no such option as the prospect table actions. Reference: Automation Rules, Preview Automation Rules

NEW QUESTION # 73
What information is required when creating a prospect manually?

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

Answer: C

Explanation:
https://static1.squarespace.com/static/54359ec1e4b0d2eefcc96bb0/t/5b930f624ae2373f8cb06bad


/1536364388626/?format=500w
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 # 74
Which of the following can "unmatched" prospects?

- A. Automation Rules
- B. Dynamic Lists
- C. Segmentation Rules

Answer: B

Explanation:
Explanation
Dynamic lists are lists that automatically add or remove prospects based on criteria that you define. Prospects can be "unmatched" from a dynamic list if they no longer meet the criteria. For example, if you have a dynamic list of prospects who have opened an email in the last 30 days, and a prospect does not open any email for 31 days, they will be removed from the list. Automation rules and segmentation rules do not
"unmatch" prospects, they only apply actions to prospects that match the criteria

NEW QUESTION # 75
Which two capabilities are true for completion actions? Choose 2 answers

- A. Completion actions cannot be applied directly on a landing page.
- B. Completion actions apply to both visitors and prospects
- C. Completion actions are applied retroactively.
- D. Completion actions do not execute on image file downloads

Answer: A,D

Explanation:
According to the Salesforce documentation, the two capabilities that are true for completion actions are: C) Completion actions cannot be applied directly on a landing page, and D) Completion actions do not execute on image file downloads. A completion action is an automation tool that can be used to perform an action after a prospect successfully completes a marketing element, such as clicking a link in an email, submitting a form, or visiting a web page. A completion action can be used to perform actions such as adding a prospect to a list, assigning a prospect to a user, sending an autoresponder email, or adjusting a prospect's score.
Completion actions cannot be applied directly on a landing page, as landing pages do not have completion actions. However, completion actions can be applied on the forms or custom redirects that are embedded on the landing page. Completion actions do not execute on image file downloads, as image file downloads are not considered as completion events. However, completion actions can be executed on other types of file downloads, such as PDFs or Word documents. Completion actions are not applied retroactively, as they are only applied to prospects who complete the marketing element after the completion action is created.
Completion actions do not apply to both visitors and prospects, as they only apply to prospects who have been identified by their email address or their Marketing Cloud Account Engagement tracking cookie. Reference: Salesforce documentation

NEW QUESTION # 76
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Our practice exams are designed solely to help you get your Marketing-Cloud-Account-Engagement-Specialist certification on your first try. A Salesforce Marketing-Cloud-Account-Engagement-Specialist practice test will help you understand the exam inside out and you will get better marks overall. It is only because you have practical experience of the exam even before the exam itself. PassExamDumps offers authentic and up-to-date study material that every candidate can rely on for good preparation. Our top priority is to help you pass the Salesforce Marketing Cloud Account Engagement Specialist (Marketing-Cloud-Account-Engagement-Specialist) exam on the first try. The key to passing the Marketing-Cloud-Account-Engagement-Specialist exam on the first try is vigorous practice. And that's exactly what you'll get when you prepare from our material. Each format excels in its own way and helps you get success on the first attempt.

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