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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	• 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 3	• 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 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	• 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.

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q27-Q32):

NEW QUESTION # 27
On which two types of domains does Marketing Cloud Account Engagement set cookies? (Choose two answers.)

- A. Social media domains
- B. Mobile domains
- C. Tracker domains
- D. Marketing Cloud Account Engagement domains

Answer: C,D

Explanation:
The two types of domains that Marketing Cloud Account Engagement sets cookies on are Marketing Cloud Account Engagement domains and Tracker domains. Cookies are small pieces of data that are stored on your browser when you visit a website, and they can be used to track your online behavior and preferences. Marketing Cloud Account Engagement sets cookies on two types of domains:
Marketing Cloud Account Engagement domains are domains that are hosted by Marketing Cloud Account Engagement, such as go.Marketing Cloud Account Engagement.com or pi.Marketing Cloud Account Engagement.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who interact with your marketing assets, such as forms, landing pages, or custom redirects.
Tracker domains are domains that are owned by you, but are verified and authenticated by Marketing Cloud Account Engagement, such as yourcompany.com or yourblog.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who visit your website, such as page views, time spent, or bounce rate.

NEW QUESTION # 28
A LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form's Thank You Content" when new

Marketing Cloud Account Engagement landing page.
What would be the expected behavior when a prospect submits a form designed to show Thank you Content?

- A. The discrepancy between the two assets will cause an error
- B. The prospect will be redirected to another webpage
- C. The form's Thank You Content will still display
- D. The prospect will continue to see the form upon submission

Answer: B

Explanation:
Explanation
If a LenoxSoft marketer selects the option "Redirect the prospect instead of showing the form's Thank You Content" when creating a new Account Engagement landing page, the expected behavior when a prospect submits a form designed to show Thank you Content is that the prospect will be redirected to another webpage. This option overrides the form's Thank you Content and sends the prospect to the specified URL instead.
The prospect will not continue to see the form upon submission (A), nor will the discrepancy between the two assets cause an error (B). The form's Thank you Content will not display (D), as it is replaced by the redirect option. References: Redirect Account Engagement Forms to a Success Page

NEW QUESTION # 29
An administrator includes a link to a file on a web page that the company does NOT own on the company website.
What is the best way to be able to track the number of visitors who access this file?

- A. Marketing Cloud Account Engagement form
- B. Page actions
- C. Custom redirects
- D. Marketing Cloud Account Engagement tacking code

Answer: C

Explanation:
The best way to be able to track the number of visitors who access a file on a web page that the company does not own is to use a custom redirect. A custom redirect is a Marketing Cloud Account Engagement feature that allows you to track any link on your website or a third-party website and measure the clicks and conversions. You can create a custom redirect for the link to the file and use the custom redirect URL instead of the original link on your web page. This way, you can track how many visitors click on the link and access the file, and also see which prospects are interested in the file. A Marketing Cloud Account Engagement form, a Marketing Cloud Account Engagement tracking code, or a page action are not suitable for this purpose, as they are used for different scenarios. A Marketing Cloud Account Engagement form is used to collect visitor information and convert them to prospects. A Marketing Cloud Account Engagement tracking code is used to track the page views and activities of visitors and prospects on your own website. A page action is used to perform certain actions when a prospect views a specific page on your website. Reference Custom Redirects

NEW QUESTION # 30
What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

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

Answer: D

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 sync1

NEW QUESTION # 31

A Marketing Cloud Account Engagement administrator wants to gather a prospect's company name and Job title, but only once they have captured prospect's first name, last name and email address in a previous form submission.
Which feature should they use?

- A. Progressive Profiling
- B. Dependent Fields
- C. Always display even if previously completed
- D. reCaptcha

Answer: A

Explanation:
The feature that the Marketing Cloud Account Engagement administrator should use to gather a prospect's company name and job title, but only once they have captured the prospect's first name, last name, and email address in a previous form submission, is progressive profiling. Progressive profiling is a feature that allows the administrator to display different fields on a form based on the information that the prospect has already provided. This way, the administrator can avoid asking the same questions repeatedly and collect more information gradually. Progressive profiling can be enabled on a form by selecting the option "Always display even if previously completed" for the fields that are required, such as first name, last name, and email address, and selecting the option "Only display if progressive profiling is enabled and the field is blank" for the fields that are optional, such as company name and job title. This way, the form will only show the optional fields once the required fields are filled out. Always display even if previously completed, reCaptcha, and dependent fields are not features that can achieve the same goal as progressive profiling. Always display even if previously completed is an option that can be used to enable progressive profiling, but it is not a feature by itself. reCaptcha is a feature that can be used to prevent spam submissions on a form, but it does not affect the fields that are displayed on the form. Dependent fields are fields that are displayed or hidden based on the value of another field, but they do not depend on whether the prospect has already provided the information or not. Reference Progressive Profiling

NEW QUESTION # 32

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