

Regualer Marketing-Cloud-Account-Engagement-Specialist Update | Marketing-Cloud-Account-Engagement-Specialist Guide



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

Topic	Details
Topic 1	<ul style="list-style-type: none">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 2	<ul style="list-style-type: none">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	<ul style="list-style-type: none">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	<ul style="list-style-type: none">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.
Topic 5	<ul style="list-style-type: none">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.

Marketing-Cloud-Account-Engagement-Specialist Guide - Marketing-Cloud-Account-Engagement-Specialist Most Reliable Questions

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q24-Q29):

NEW QUESTION # 24

A Marketing Cloud Account Engagement administrator wants to ensure that only a prospects company email address with the format of "name@companyname.com" is captured on their form. Which data format is recommended for the email field?

- A. Email
- B. Text
- C. Email with valid server
- **D. Emails not from ISPs and free email providers**

Answer: D

Explanation:

The recommended data format for the email field to ensure that only a prospect's company email address with the format of "name@companyname.com" is captured on their form is "Emails not from ISPs and free email providers". This option will validate that the email address entered by the prospect is not from a common internet service provider (ISP) or a free email provider, such as Gmail, Yahoo, or Hotmail. This option will help you filter out personal or invalid email addresses and capture more accurate and qualified leads

NEW QUESTION # 25

What is the main difference between automation rules and segmentation rules?

- A. Automation rules do run retroactively
- B. Segmentation rules do not run retroactively
- C. Neither will "unmatched" prospects
- **D. Automation rules run continuously; segmentation rules run once.**

Answer: D

Explanation:

□ Explanation:

Automation rules and segmentation rules are both types of Marketing Cloud Account Engagement automation that allow you to perform actions based on criteria. However, the main difference between them is that automation rules run continuously and segmentation rules run once. Automation rules are always on and listening for changes or activity, and they can apply actions to prospects that match the criteria now or in the future. Segmentation rules are designed to pull a one-time list of prospects, then apply the set actions, such as adding them to a list or a Salesforce campaign. Once run, segmentation rules have to be copied to run again

NEW QUESTION # 26

Which two Facebook accounts can be posted to using the Marketing Cloud Account Engagement Facebook connector? (Choose

two answers.)

- **A. Personal Pages**
- **B. Company Pages**
- C. Linked Instagram Pages
- D. Video Pages

Answer: A,B

Explanation:

The two Facebook accounts that can be posted to using the Marketing Cloud Account Engagement Facebook connector are Company Pages and Personal Pages. The Marketing Cloud Account Engagement Facebook connector allows you to connect your Marketing Cloud Account Engagement account with your Facebook account, and create and schedule social posts from Marketing Cloud Account Engagement. You can post to any Facebook page that you have admin access to, such as your company page or your personal page. You cannot post to other types of Facebook accounts, such as Video Pages or Linked Instagram Pages, using the Marketing Cloud Account Engagement Facebook connector.

NEW QUESTION # 27

LenoxSof conducted a database clean-up project and mass updated their prospects. A few of their prospects were updated incorrectly and they need to investigate what happened.

What three data points can be found in the prospect's Audits tab to help determine what updates were made?

Choose 3 answers

- **A. The data and time when a prospect was assigned**
- B. The Lifecycle Report filtered by timeframe
- C. The amount of time the prospect spent viewing the website
- **D. The lists that that prospect was added to or removed from**
- **E. The prospect fields that were updated**

Answer: A,D,E

Explanation:

The prospect's Audits tab shows the history of changes made to the prospect's record, such as field updates, list changes, and assignment dates. These data points can help determine what updates were made during the database clean-up project and how they affected the prospects. The Lifecycle Report, the amount of time the prospect spent viewing the website, and the unique clicks are not data points that can be found in the Audits tab, but they can be found in other reports or tabs in Marketing Cloud Account Engagement. Reference Prospect Audits

NEW QUESTION # 28

What does the Google Analytics connector allow Marketing Cloud Account Engagement to do?

- **A. Append UTM parameters to a prospect record.**
- B. Send emails to prospects from Gmail.
- C. Sync prospects with Google AdWords.
- D. Update the conversion field in Google Analytics.

Answer: A

Explanation:

Explanation

The Google Analytics connector allows Marketing Cloud Account Engagement to append UTM parameters to a prospect record. 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. By connecting Marketing Cloud Account Engagement with Google Analytics, you can automatically add UTM parameters to your Marketing Cloud Account Engagement tracked links and sync them with the prospect records. This allows you to see how your prospects are interacting with your online campaigns and measure their effectiveness

NEW QUESTION # 29

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