

Salesforce Marketing-Cloud-Account-Engagement-Specialist Testing Center | Exam Marketing-Cloud-Account-Engagement-Specialist Testking



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Salesforce Marketing-Cloud-Account-Engagement-Specialist Exam Overview:

Certification Vendor:	Salesforce
Exam Name:	Salesforce Marketing Cloud Account Engagement Specialist Exam
Exam Number:	Marketing-Cloud-Account-Engagement-Specialist
Related Certifications:	Salesforce Certified Administrator Salesforce Certified Marketing Cloud Account Engagement Consultant
Passing Score:	Approximately 72%
Certificate Validity Period:	1 year (requires maintenance via Salesforce certification maintenance program)
Real Exam Qty:	60 multiple-choice questions
Exam Format:	Scenario-based Questions, Multiple Choice
Exam Duration:	105 minutes
Available Languages:	English
Exam Price:	\$200 USD
Recommended Training:	Trailhead Marketing Cloud Account Engagement Training Salesforce Partner Learning Resources
Exam Registration:	Salesforce Certification Registration Webassessor Exam Portal
Sample Questions:	Salesforce Marketing-Cloud-Account-Engagement-Specialist Sample Questions
Exam Way:	Online proctored or onsite test center
Pre Condition:	No mandatory prerequisites, but experience with Salesforce CRM and marketing automation tools is strongly recommended.
Official Syllabus URL:	https://trailhead.salesforce.com/credentials/marketingcloudaccountengagementspecialist

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

Topic	Details
Topic 1	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 2	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 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.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q116-Q121):

NEW QUESTION # 116

Which list email report metric represents the total number of emails minus hard and soft bounces?

- A. Total Opt Outs
- B. Total Sent
- C. Total Queued
- D. Total Delivered

Answer: D

Explanation:

Explanation

The list email report metric that represents the total number of emails minus hard and soft bounces is total delivered. Total delivered measures how many emails were successfully delivered to the recipients' inboxes, without being rejected by the email servers. Hard bounces are permanent delivery failures, such as invalid email addresses or blocked domains. Soft bounces are temporary delivery failures, such as full inboxes or server issues. Total opt outs, total sent, and total queued are not the same as total delivered. Total opt outs measures how many recipients unsubscribed from your emails. Total sent measures how many emails were sent from Marketing Cloud Account Engagement. Total queued measures how many emails were waiting to be sent from Marketing Cloud Account Engagement. References [Email Metrics Glossary]

NEW QUESTION # 117

What is a capability of a completion action?

- A. Remove a prospect from a list
- B. Send a list email to a prospect
- C. Adjust a prospect 's account field
- D. Increase a prospect 's grade

Answer: A

Explanation:

A completion action is a type of action that allows marketers to define what happens after a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. One of the capabilities of a completion action is to remove a prospect from a list. This can be useful for managing list membership, suppressing prospects from future sends, or moving prospects to different lists based on their behavior. A completion action cannot send a list email to a prospect, increase a prospect's grade, or adjust a prospect's account field². References: 2: Completion Actions

NEW QUESTION # 118

Which two prospect activities trigger a sync from Marketing Cloud Account Engagement to Salesforce?

Choose 2 answers

- A. Clicking a custom redirect
- B. Unsubscribing from email
- C. Submitting a form
- D. Opening an email

Answer: C,D

Explanation:

According to the Salesforce documentation, the two prospect activities that trigger a sync from Marketing Cloud Account Engagement to Salesforce are: A) Submitting a form, and B) Opening an email. A form submission is an activity that occurs when a prospect fills out and submits a Marketing Cloud Account Engagement form or a form handler. An email open is an activity that occurs when a prospect opens an email sent from Marketing Cloud Account Engagement. These two activities will trigger a sync from Marketing Cloud Account Engagement to Salesforce, meaning that the prospect's information and activity data will be updated in Salesforce. A sync from Marketing Cloud Account Engagement to Salesforce happens when a prospect is created or updated in Marketing Cloud Account Engagement, or when a prospect performs a significant activity in Marketing Cloud Account Engagement. Clicking a custom redirect or unsubscribing from email are not activities that trigger a sync from Marketing Cloud Account Engagement to Salesforce, as they are not considered significant activities in Marketing Cloud Account Engagement. A custom redirect is a trackable URL that can be used to measure and report on the clicks of any online content. An unsubscribe is an action that occurs when a prospect opts out of receiving emails from the sender. These two activities will not trigger a sync from Marketing Cloud Account Engagement to Salesforce, unless they are combined with other activities that do trigger a sync, such as submitting a form or opening an email. References: Salesforce documentation

NEW QUESTION # 119

What report allows you to see how successful or active a form has been on your site?

- A. Landing Page reports
- B. None of the above
- C. Conversion reports
- D. Form reports
- E. Campaign reports

Answer: D

Explanation:

Explanation

Form reports show the performance and activity of your Marketing Cloud Account Engagement forms, which are web forms that capture prospect information. You can use form reports to see how many prospects have viewed, completed, or started but not completed your forms, as well as the conversion rate and average time to complete. You can also drill down into individual form

submissions and view the prospect's details and activities. References: [Form Reports], [View Form Reports]

NEW QUESTION # 120

Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

- A. Clicking on a tracked link in an email.
- B. Submitting a form on a landing page.
- C. Matching an automation rule.
- D. Viewing more than one web page.

Answer: A,B

Explanation:

The two actions that can cause an anonymous visitor to convert into an identified prospect are submitting a form on a landing page and clicking on a tracked link in an email. An anonymous visitor is a person who visits your website or interacts with your marketing assets, but whose information you have not captured in Marketing Cloud Account Engagement. An identified prospect is a person whose information you have captured in Marketing Cloud Account Engagement, and whose activities you can track and measure. You can convert an anonymous visitor into an identified prospect by capturing their email address, which is used as the unique identifier for the prospect record. You can capture the email address of an anonymous visitor by:

Submitting a form on a landing page. A form is a web element that allows you to collect information from your visitors, such as their name, email, or company. A landing page is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. You can add a form to a landing page to capture leads or convert visitors into prospects. When an anonymous visitor submits a form on a landing page, Marketing Cloud Account Engagement will create a new prospect record with the information provided by the visitor, and associate the previous activities of the visitor with the prospect record⁴.

Clicking on a tracked link in an email. A tracked link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the visitor to the original URL. You can use tracked links in your emails, social media posts, or banner ads to measure the engagement of your visitors with your online marketing content. When an anonymous visitor clicks on a tracked link in an email, Marketing Cloud Account Engagement will append the email address of the visitor to the URL, and use it to create a new prospect record or update an existing one. Marketing Cloud Account Engagement will also associate the previous activities of the visitor with the prospect record.

NEW QUESTION # 121

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