

Reliable Marketing-Cloud-Account-Engagement-Specialist Test Objectives & Marketing-Cloud-Account-Engagement-Specialist New Guide Files



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>> **Reliable Marketing-Cloud-Account-Engagement-Specialist Test Objectives** <<

Marketing-Cloud-Account-Engagement-Specialist New Guide Files & Exam Marketing-Cloud-Account-Engagement-Specialist Sample

UpdateDumps wants to win the trust of Salesforce Marketing-Cloud-Account-Engagement-Specialist exam candidates at any cost. To achieve this objective UpdateDumps is offering some top features with Marketing-Cloud-Account-Engagement-Specialist exam practice questions. These prominent features hold high demand and are specifically designed for quick and complete Marketing-Cloud-Account-Engagement-Specialist Exam Questions preparation.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q189-Q194):

NEW QUESTION # 189

LenoxSoft would like to implement a re-engagement program for prospects who are no longer active on their website. How should a Marketing Cloud Account Engagement marketer design an engagement program focused on providing exclusive offers and content to re-engage prospects?

Choose one answer

- **A. Create a dynamic list that matches prospects with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.**
- B. Create a dynamic list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage

prospects

- C. Create a segmentation list that matches prospects with the criteria Prospect time: last activity: greater than: 180 days ago. Schedule a list email that includes a promotional offer to auto send every Friday going forward to re-engage prospects.
- D. Create an automation rule that adds prospects to a list with the criteria Prospect time :: last activity :: greater than :: 180 days ago. Add the list as the recipient list to an engagement program that leads re- engaged prospects to a promotional offer.

Answer: A

Explanation:

The best way to design an engagement program focused on providing exclusive offers and content to re- engage prospects is to create a dynamic list and add it as the recipient list to an engagement program. A dynamic list is a list that automatically populates with prospects who match the criteria you set. An engagement program is a program that allows you to send automated emails to prospects based on their behavior and preferences. LenoxSoft can create a dynamic list that matches prospects who have not been active on their website for more than 180 days, and add it as the recipient list to an engagement program that leads re-engaged prospects to a promotional offer.

NEW QUESTION # 190

When reviewing the report for a Marketing Cloud Account Engagement email, a marketer notices the total clicks metric is much higher than the unique clicks metric. There was only one call-to-action link in the email.

What could explain this discrepancy?

- **A. Prospects clicked the call-to-action link multiple times.**
- B. Prospects clicked the unsubscribe link.
- C. Prospects were deleted after clicking the call-to-action link.
- D. Prospects were removed from the recipient list after clicking the call-to-action link.

Answer: A

Explanation:

The possible explanation for the discrepancy between the total clicks and the unique clicks metrics in the report for a Marketing Cloud Account Engagement email is that prospects clicked the call-to-action link multiple times. The total clicks metric counts the total number of times that a link in an email was clicked by any prospect, regardless of how many times they clicked it. The unique clicks metric counts the number of unique prospects who clicked a link in an email, regardless of how many times they clicked it. Therefore, if a prospect clicked the same link more than once, it would increase the total clicks metric, but not the unique clicks metric. Prospects clicking the unsubscribe link, prospects being removed from the recipient list, or prospects being deleted are not possible explanations for the discrepancy, as they would not affect the click metrics⁴. References: 4: Email Metrics

NEW QUESTION # 191

What must be created in order to send an autoresponder?

- A. Test email
- B. One-to-one email
- **C. Email template**
- D. List email

Answer: C

Explanation:

In order to send an autoresponder email, you need to create an email template in Marketing Cloud Account Engagement and select the option "Autoresponder emails" under "Available For". An email template is a preformatted email that you can use to create and send emails quickly and easily. An autoresponder email is an email that is triggered automatically whenever a prospect engages with your marketing assets, such as filling out a form or downloading a file

NEW QUESTION # 192

A marketing user wants to test two similar versions of an email to see which one performs better.

How should they run this test?

- A. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens.
- B. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on event signups.
- C. Send the two versions to two different lists, and then compare the results to determine a winner based on clicks or opens.
- D. Send one version to the list now, another to the same list later, and then compare the results to determine a winner based on clicks or opens.

Answer: A

Explanation:

The best way to run an A/B test in Marketing Cloud Account Engagement is to set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens.

This way, you can compare the performance of the two versions on the same audience and avoid any bias or timing issues that might affect the results. Option A is not a good way to run an A/B test because sending the same list two different emails at different times might skew the results due to factors such as email fatigue, inbox clutter, or changing preferences. Option B is not a good way to run an A/B test because event signups might not be the best metric to measure the effectiveness of an email, especially if the event is not directly related to the email content or offer. Option C is not a good way to run an A/B test because sending the two versions to two different lists might introduce variability in the results due to differences in the list composition, quality, or behavior. References: How to Run an A/B Test in Marketing Cloud Account Engagement: A Step by Step Guide (2022), The Basics of A/B Testing in Marketing Cloud Account Engagement - The Spot

NEW QUESTION # 193

Lenoxsoft is interested in following up with IT professional that are actively engage with their marketing materials.

- A. The Grade as it includes personal information about the prospect.
- B. The Score as it shows activities taken by the prospect.
- C. The Campaign as it references the prospect's first touch point.
- D. The Profile as It reflects LenoxSoft's ideal customer.

Answer: B

Explanation:

The score is a numerical value that indicates how interested a prospect is in your products or services based on their activities, such as email opens, clicks, form submissions, etc. The score helps marketers prioritize leads and identify prospects who are ready to buy. Lenoxsoft is interested in following up with IT professionals who are actively engaging with their marketing materials, so the score is the best indicator of their interest level. The grade is a letter value that indicates how well a prospect matches your ideal customer profile based on their attributes, such as industry, job title, location, etc. The grade helps marketers segment leads and target prospects who are a good fit for your business. The profile reflects Lenoxsoft's ideal customer, but it does not show how engaged the prospect is. The campaign is the first touch point that brought the prospect to your website, such as a Google ad, an email, or a social media post. The campaign helps marketers track the source and effectiveness of their marketing channels, but it does not show how engaged the prospect is. Reference [Scoring and Grading Overview]

NEW QUESTION # 194

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