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

Topic	Details
Topic 1	<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 2	<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 3	<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.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q99-Q104):

NEW QUESTION # 99

What editions of Salesforce can sync with Marketing Cloud Account Engagement?

- A. Professional Edition and higher
- B. Enterprise Edition and lower
- C. Standard Edition and higher

Answer: A

Explanation:

Explanation

According to the Salesforce documentation, the editions of Salesforce that can sync with Marketing Cloud Account Engagement are: C) Professional Edition and higher. A sync between Salesforce and Marketing Cloud Account Engagement is a feature that allows users to connect and exchange data between the two platforms, such as leads, contacts, accounts, campaigns, or opportunities. A sync between Salesforce and Marketing Cloud Account Engagement can be configured by the administrator in the connector settings, and it can be customized for different objects, fields, or actions. A sync between Salesforce and Marketing Cloud Account Engagement can help users to keep their data consistent and accurate, to automate their sales and marketing processes, and to measure and optimize their performance and results. A sync between Salesforce and Marketing Cloud Account Engagement can be done with different editions of Salesforce, depending on the features and functionalities that the user needs. The editions of Salesforce that can sync with Marketing Cloud Account Engagement are: Professional Edition, Enterprise Edition, Unlimited Edition, and Performance Edition. These editions of Salesforce can sync with Marketing Cloud Account Engagement, and they can also access additional features, such as custom objects, multiple scoring categories, or B2B Marketing Analytics. The edition of Salesforce that cannot sync with Marketing Cloud Account Engagement is: Standard Edition. This edition of Salesforce does not have the ability to sync with Marketing Cloud Account Engagement, and it does not have access to the additional features that the other editions have. Therefore, the user needs to upgrade to a higher edition of Salesforce if they want to sync with Marketing Cloud Account Engagement and use the advanced features. References: Salesforce documentation

NEW QUESTION # 100

Why is a reCAPTCHA displayed when I did not choose to display it?

- A. At form submission Marketing Cloud Account Engagement pings a database of known prospects and when a match is found automatically displays a reCAPTCHA.
- B. At form submission Marketing Cloud Account Engagement pings a database of known spammers and when a match is found automatically displays a reCAPTCHA.

Answer: B

Explanation:

Explanation

A reCAPTCHA is displayed when you did not choose to display it because Marketing Cloud Account Engagement pings a database of known spammers and when a match is found automatically displays a reCAPTCHA. This is a security measure that helps prevent spam bots from submitting your forms and creating fake prospects. You can also choose to always display a reCAPTCHA on your forms or form handlers, or to never display a reCAPTCHA on your forms.

NEW QUESTION # 101

The first step in an engagement program is a Send Email action. All 100 emails were sent last Monday when the program started. Today, a user looked at the Engagement Program Report and filtered the program to show a date range of Tuesday through Friday of last week.

What number would display on the Report Card for the email send statistic?

- A. 0
- B. C
- C. 1
- D. 2

Answer: D

Explanation:

The number that would display on the Report Card for the email send statistic is 100. This is because the Report Card shows the total number of prospects that have reached a specific step in the program, regardless of the date range that you filter by. The date range filter only affects the data that is shown in the Engagement History table, which shows the number of prospects that have taken a specific action on a specific date. Therefore, even if the user filters the program to show a date range of Tuesday through Friday of last week, the Report Card will still show that 100 emails were sent on Monday, as that is the total number of prospects that reached the first step of the program

NEW QUESTION # 102

A non-repeating automation rule has matched 100 prospects. A user pauses the automation rule, edits the rules criteria, and resumes the rule.

What would happen to the 100 prospects who previously matched the rule?

- A. The prospects will be marked as unmatching the updated rule.
- B. The rule will unapply actions to prospects who no longer match the criteria.
- C. The prospects will not unmatch the rule and no new actions will be applied.
- D. The actions will reapply to prospects who match the new rule criteria.

Answer: A

Explanation:

If a non-repeating automation rule has matched 100 prospects, and a user pauses the automation rule, edits the rules criteria, and resumes the rule, the 100 prospects who previously matched the rule will be marked as unmatching the updated rule. This means that they will not receive any new actions from the rule, and any actions that were already applied to them will not be undone. However, if the rule is set to repeat, the prospects who previously matched the rule can match the rule again if they meet the new criteria

NEW QUESTION # 103

LenoxSoft has a yearly conference and is using a Pardot form on a computer tablet.

What can a Pardot administrator enable the form in order to reset the form after each new submission?

- A. Bot protection via a honeypot
- B. A URL redirect
- C. Kiosk/Data Entry Mg
- D. Completion actions

Answer: C

Explanation:

For a Pardot form used on a computer tablet in a setting like a conference, the Kiosk/Data Entry Mode is an ideal feature to enable. This mode is specifically designed for public or shared use scenarios, where multiple individuals will be filling out the form in succession. When this mode is enabled, the form automatically resets after each submission, clearing all previously entered data and preparing the form for the next user. This ensures that each participant sees a fresh form, preventing the accidental sharing of personal information between users and facilitating a smooth data entry process in high-traffic environments.

NEW QUESTION # 104

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