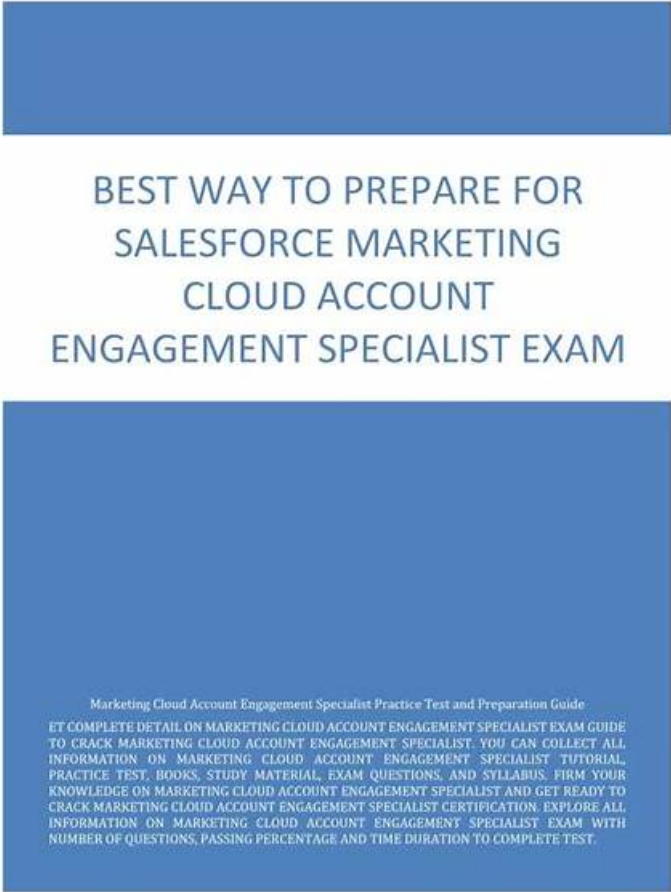


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Salesforce Marketing-Cloud-Account-Engagement-Specialist Exam Syllabus Topics:

| 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"> 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 | <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. |

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q223-Q228):

NEW QUESTION # 223

A Marketing Cloud Account Engagement administrator wants to use progressive profiling to collect information on a prospect over time.

What is the recommended Marketing Cloud Account Engagement asset to use?

- **A. Marketing Cloud Account Engagement form**
- B. Marketing Cloud Account Engagement landing page without a form
- C. Third party form
- D. Marketing Cloud Account Engagement form handler

Answer: A

Explanation:

Explanation

According to the [Salesforce documentation], the recommended Marketing Cloud Account Engagement asset to use for progressive profiling is a Marketing Cloud Account Engagement form. A Marketing Cloud Account Engagement form is a web form that can be used to collect information from prospects and store it in Marketing Cloud Account Engagement. A Marketing Cloud Account Engagement form can be configured to use progressive profiling, which is a feature that allows the form to display different fields based on the information that is already known about the prospect. This way, the form can collect more information over time, without asking the same questions repeatedly or overwhelming the prospect with too many fields at once. A Marketing Cloud Account Engagement landing page without a form, a Marketing Cloud Account Engagement form handler, or a third party form are not recommended for progressive profiling, as they do not have the same functionality and flexibility as a Marketing Cloud Account Engagement form. References:

[Salesforce documentation]

NEW QUESTION # 224

Which three variable tags can be used on layout templates for landing pages?

(Choose three answers.)

- **A. %%description%%**
- B. %%name%%

- C. %%content%%
- D. %%formf%%
- E. %%title%%

Answer: A,C,E

Explanation:

The three variable tags that can be used on layout templates for landing pages are %%description%%, %%title%%, and %%content%%. A layout template is a reusable HTML template that defines the structure and style of your landing pages. A variable tag is a placeholder that allows you to insert dynamic content into your layout template, such as the landing page title, description, or form. You can use variable tags to customize your layout template for different landing pages, without having to edit the HTML code every time.

NEW QUESTION # 225

Rules, Form completion actions, and more.

What are 3 social posting connectors Marketing Cloud Account Engagement offers?

- A. Snapchat
- B. LinkedIn
- C. Instagram
- D. Facebook
- E. Twitter

Answer: B,D,E

Explanation:

Explanation

Marketing Cloud Account Engagement offers three social posting connectors: Twitter, Facebook, and LinkedIn. These connectors allow you to create and schedule social media posts from Marketing Cloud Account Engagement and track the engagement of your prospects. Marketing Cloud Account Engagement does not offer social posting connectors for Instagram or Snapchat. References: [Social Posting], [Set Up Social Posting Connectors]

NEW QUESTION # 226

What are two benefits of the engagement studio tasting experience?

Choose 2 answers

- A. Evaluating email template options for the program
- B. Visualizing a prospect's possible paths
- C. Understanding the timeline of the program
- D. Measuring a specific step's performance

Answer: B,D

Explanation:

According to the Salesforce documentation, the two benefits of the engagement studio testing experience are: B) Visualizing a prospect's possible paths, and D) Measuring a specific step's performance. The engagement studio testing experience is a feature that allows users to test and troubleshoot their engagement studio programs before launching them. The testing experience can help users to: Visualize a prospect's possible paths: The testing experience can show the user how a prospect can move through the program based on different scenarios and outcomes. The user can see the positive, negative, and neutral paths that a prospect can take after each step, and the actions and emails that the prospect will receive. The user can also see the number of prospects that are expected to take each path based on the current recipient list. Measuring a specific step's performance: The testing experience can show the user the performance metrics of each step, such as the number and percentage of prospects who have completed, skipped, or are waiting for the step. The user can also see the email metrics of each email step, such as the number and percentage of prospects who have opened, clicked, or unsubscribed from the email. The user can use these metrics to evaluate and optimize the effectiveness of each step. Evaluating email template options for the program or understanding the timeline of the program are not benefits of the engagement studio testing experience, as they are related to other aspects of the program creation, such as choosing the email content or setting the wait times. Reference: Salesforce documentation

NEW QUESTION # 227

What are two benefits of the engagement studio testing experience?

Choose 2 answers

- A. Evaluating email template options for the program
- **B. Visualizing a prospect's possible paths**
- C. Understanding the timeline of the program
- **D. Measuring a specific step's performance**

Answer: B,D

Explanation:

Explanation

According to the Salesforce documentation, the two benefits of the engagement studio testing experience are:

B) Visualizing a prospect's possible paths, and D) Measuring a specific step's performance. The engagement studio testing experience is a feature that allows users to test and troubleshoot their engagement studio programs before launching them. The testing experience can help users to: Visualize a prospect's possible paths: The testing experience can show the user how a prospect can move through the program based on different scenarios and outcomes. The user can see the positive, negative, and neutral paths that a prospect can take after each step, and the actions and emails that the prospect will receive. The user can also see the number of prospects that are expected to take each path based on the current recipient list. Measuring a specific step's performance: The testing experience can show the user the performance metrics of each step, such as the number and percentage of prospects who have completed, skipped, or are waiting for the step. The user can also see the email metrics of each email step, such as the number and percentage of prospects who have opened, clicked, or unsubscribed from the email. The user can use these metrics to evaluate and optimize the effectiveness of each step. Evaluating email template options for the program or understanding the timeline of the program are not benefits of the engagement studio testing experience, as they are related to other aspects of the program creation, such as choosing the email content or setting the wait times. References: Salesforce documentation

NEW QUESTION # 228

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