

Marketing-Cloud-Account-Engagement-Specialist Free Exam Dumps | Marketing-Cloud-Account-Engagement-Specialist Answers Free



In fact, the overload of learning seems not to be a good method, once you are weary of such a studying mode, it's difficult for you to regain interests and energy. Therefore, we should formulate a set of high efficient study plan to make the Marketing-Cloud-Account-Engagement-Specialist exam dumps easier to operate. Here our products strive for providing you a comfortable study platform and continuously upgrade Marketing-Cloud-Account-Engagement-Specialist Test Prep to meet every customer's requirements. Under the guidance of our Marketing-Cloud-Account-Engagement-Specialist test braindumps, 20-30 hours' preparation is enough to help you obtain the Salesforce certification, which means you can have more time to do your own business as well as keep a balance between a rest and taking exams.

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

| Topic | Details |
|---------|--|
| Topic 1 | <ul style="list-style-type: none">• 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 2 | <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 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. |
| Topic 4 | <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. |

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q175-Q180):

NEW QUESTION # 175

How do you use an automation rule to opt out prospects?

- A. Change prospect field value to Opt-out
- B. Change prospect field value: 'Do Not Email' to 'Do Not Email'
- C. You can't use an automation rule to opt-out prospects.

Answer: B

Explanation:

You can use an automation rule to opt out prospects by changing their field value of 'Do Not Email' to 'true'. This will prevent them from receiving any email communication from you. You cannot use an automation rule to change the field value to 'Opt-out', since that is not a valid option for the 'Do Not Email' field. You also cannot use an automation rule to opt out prospects by changing any other field value, since the 'Do Not Email' field is the only one that controls the opt-out status of prospects. Reference: [Automation Rules], [Opt Out Prospects]

NEW QUESTION # 176

A marketer wants to assign prospect to a group of users if the prospects meet the following criteria:

- * Score greater than 100
- * Grade greater than a B
- * Has completed a form on any landing page
- * Has a "Product of Interest" field value of either A or B

What automation tool could be used to assign the prospects?

- A. An automation rule with rule groups
- B. A segmentation rule with the groups
- C. Completion actions on each Form
- D. Completion actions on each landing page

Answer: A

Explanation:

In Pardot, the best tool to use for assigning prospects to a group of users based on specific criteria is an automation rule with rule groups. Automation rules allow for the creation of complex criteria that prospects must meet to trigger certain actions. In this scenario, the rule would check for prospects with a score greater than 100, a grade greater than B, completion of any form on a landing page, and a "Product of Interest" field value of either A or B. Once a prospect meets these conditions, the automation rule can then assign them to the specified group of users. This method is efficient for processing large numbers of prospects automatically and continuously, which is not as feasible with completion actions on forms or landing pages, or with a one-time use segmentation rule.

NEW QUESTION # 177

Which two actions occur when an automation rule is deleted?

Choose 2 answers

- A. Any prospects who matched the rule will be deleted.
- **B. The rule will be sent to the recycle bin in paused mode.**
- C. Actions that have applied to prospects are undone.
- **D. Prospects will no longer be able to match the rule.**

Answer: B,D

Explanation:

Explanation

When an automation rule is deleted, it means that the rule is no longer active and will not run on any prospects. Therefore, prospects will no longer be able to match the rule (A). The rule will also be sent to the recycle bin in paused mode, where it can be restored or permanently deleted (B). However, deleting an automation rule does not undo the actions that have already been applied to the prospects who matched the rule before. Nor does it delete any prospects who matched the rule (D). References: Using Account Engagement Automation Rules vs. Salesforce Flows

NEW QUESTION # 178

What is the limit of social posting connectors you can create in your Marketing Cloud Account Engagement account?

- A. One account per platform
- **B. There is no limit of accounts per platform**
- C. One account per user role, per platform
- D. Five accounts per platform

Answer: B

Explanation:

There is no limit of social posting connectors you can create in your Marketing Cloud Account Engagement account. Social posting connectors allow you to connect your Marketing Cloud Account Engagement account with your social media accounts, such as Facebook, Twitter, and LinkedIn. You can use social posting connectors to create and schedule social posts from Marketing Cloud Account Engagement, and track the engagement of your prospects with your social media content. You can create as many social posting connectors as you need, and assign them to different users or business units

NEW QUESTION # 179

What variable tag must be included in an email to allow prospects to manage their email preferences?

- A. %%unsubscribe % or %% opt_out %%
- B. %%opt_out%% report_spam %%
- C. %%opt_out%% or %%email_preference_center%%
- **D. %%unsubscribe %% or %% email_preference_center %%**

Answer: D

Explanation:

Explanation

According to the Salesforce documentation, the variable tag that must be included in an email to allow prospects to manage their email preferences is %%unsubscribe%% or %%email_preference_center%%. A variable tag is a placeholder that is replaced with a specific value when the email is sent. The

%%unsubscribe%% variable tag is replaced with a link that allows the prospect to unsubscribe from all emails from the sender. The %%email_preference_center%% variable tag is replaced with a link that allows the prospect to opt in or out of specific email lists or categories. Either of these variable tags can be used to enable prospects to manage their email preferences, and they are required by law in some countries. %%opt_out%% or %%email_preference_center%%, %%opt_out%% report_spam%%, and %%unsubscribe%% or

%%opt_out%% are not valid variable tags that can be used to allow prospects to manage their email preferences, as they are either incorrect or nonexistent. References: Salesforce documentation

NEW QUESTION # 180

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