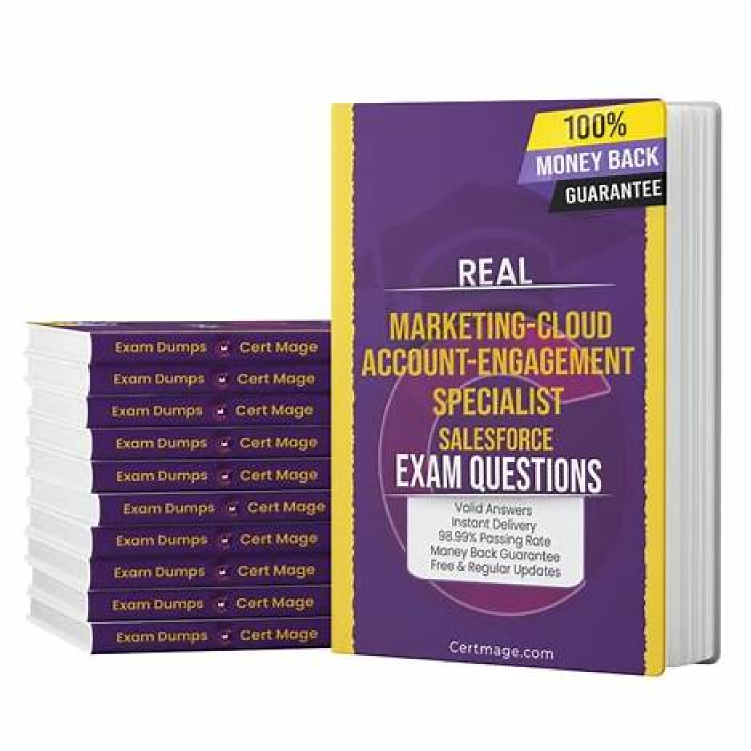
Marketing-Cloud-Account-Engagement-Specialist Real Exam Answers, Exams Marketing-Cloud-Account-Engagement-Specialist Torrent



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We understand the difficulty of finding the latest and accurate Marketing-Cloud-Account-Engagement-Specialist questions. In today's competitive world, it is essential to prepare with the most probable Salesforce in Marketing-Cloud-Account-Engagement-Specialist exam dumps to stay ahead of the competition. That's why we have created our updated Salesforce Marketing-Cloud-Account-Engagement-Specialist Questions, which will help you to clear the Salesforce Marketing Cloud Account Engagement Specialist (Marketing-Cloud-Account-Engagement-Specialist) exam in one go.

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

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 4	• 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 5	• 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.

Well-Prepared Marketing-Cloud-Account-Engagement-Specialist Real Exam Answers - Pass Marketing-Cloud-Account-Engagement-Specialist Once - Perfect Exams Marketing-Cloud-Account-Engagement-Specialist Torrent

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q257-Q262):

NEW QUESTION # 257
A user wanes to use page actions to notify a specific user when a prospect visits an entire section of their website. This section contains three URLs:
* https://www.tenoxsoft.eom/products/A
* haps://www.tenoxsoft.con-i/products/B
* https://www.lenoxsoft.eom/pfodocts/C
What is the recommended way for the user to accomplish this?

- A. Set the page as a priority page in Marketing Cloud Account Engagement.
- B. Create three separate page actions, one for each URL.
- C. Create one page action with comma-separated URLs.
- D. Set the page action URL as https://www.lenoxsoft.com/products/B

Answer: D

Explanation:
Explanation
The recommended way for the user to accomplish this is to set the page action URL as https://www.lenoxsoft.com/products/B. This will create a wildcard page action that will match any URL that starts with https://www.lenoxsoft.com/products/B, including the three URLs mentioned. A wildcard page action allows you to apply the same completion action to multiple pages that share a common prefix. This way, the user can notify a specific user when a prospect visits any page under the products/B section of their website

NEW QUESTION # 258

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- A. Send using an engagement program.
- B. Send using a segmentation rule.
- C. Use a dynamic list to use as a recipient list on an email send.
- D. Send using the form's completion actions.

Answer: D

Explanation:
The best way to have a thank you email sent after the form on the "Contact Us" page is submitted is to send it using the form's completion actions. A completion action is an action that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. You can use completion actions to perform actions on the prospects who complete the activity, such as adding them to a list, assigning them to a user, or changing their field values. You can also use completion actions to send autoresponder emails, which are emails that are automatically sent to a prospect after they complete an activity. Autoresponder emails can be used to thank your prospects, confirm their actions, or provide them with additional information or content. To send a thank you email using the form's completion actions, you need to go to Marketing > Forms > Forms > Contact Us > Completion Actions > Add New Action > Send Autoresponder Email, and select the email that you want to send.

NEW QUESTION # 259
A Marketing Cloud Account Engagement administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.
What is the recommended way to identify these prospects to export to .csv?

- A. Create a completion action based on Product Name.
- B. Create an automation rule based on product Name.
- C. Create a segmentation rule based on Product Name.
- D. Create a dynamic list based on Product Name.

Answer: C

Explanation:
The recommended way to identify the prospects who purchased a certain product within the last year and export them to a .csv file is to create a segmentation rule based on the Product Name field. A segmentation rule is a one-time rule that matches prospects based on certain criteria and performs certain actions. You can create a segmentation rule that matches prospects who have the specific product name in the Product Name field and the action to export them to a .csv file. This way, you can get a one-time export of all the prospects who have the product name before it changes. An automation rule, a completion action, or a dynamic list are not suitable for this goal, as they are either recurring, real-time, or based on an activity, not a one-time export based on a field value. Reference [Segmentation Rules Overview]

NEW QUESTION # 260
Opportunities in Salesforce must be tied to a Contact syncing with Marketing Cloud Account Engagement for them the opportunity to be created in Marketing Cloud Account Engagement.

- A. True
- B. False

Answer: A

Explanation:
Opportunities in Salesforce must be tied to a contact syncing with Marketing Cloud Account Engagement for them to be created in Marketing Cloud Account Engagement. This means that the opportunity must have at least one contact role in Salesforce, and that contact must be syncing with a prospect in Marketing Cloud Account Engagement. If the opportunity does not have any contact roles, or the contact is not syncing with Marketing Cloud Account Engagement, the opportunity will not be created in Marketing Cloud Account Engagement. This is because Marketing Cloud Account Engagement needs a prospect to associate the opportunity

with, and the contact role is the link between the opportunity and the prospect. For more details -> 91011

NEW QUESTION # 261
Which two considerations should be kept in mind when using completion actions for list emails? Choose 2 answers

- A. Completion actions based on image file downloads only execute once per day.
- B. Completion actions based on email opens will retroactively apply if added after the email send.
- C. Completion actions based on link clicks do not trigger on unsubscribe links or email preference page clicks.
- D. Completion actions based on email link clicks only execute once per prospect.

Answer: B,D

Explanation:
Explanation
When using completion actions for list emails, you should keep in mind that completion actions based on email link clicks only execute once per prospect, and completion actions based on email opens will retroactively apply if added after the email send. These are important considerations because they affect how your completion actions will work and what results you will see. For example, if you want to add a prospect to a list based on a link click, you should know that the completion action will only fire the first time the prospect clicks the link, not every time. Similarly, if you want to change a prospect's score based on an email open, you should know that the completion action will apply to all prospects who opened the email, even if they opened it before you added the completion action

NEW QUESTION # 262
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