

Marketing-Cloud-Account-Engagement-Specialist最新試験 & Marketing-Cloud-Account-Engagement-Specialist 独学書籍



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Salesforce Marketing-Cloud-Account-Engagement-Specialist 認定試験の出題範囲：

トピック	出題範囲
トピック 1	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.
トピック 2	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.
トピック 3	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独学書籍、Marketing-Cloud-Account-Engagement-Specialist出題範囲

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Salesforce Marketing Cloud Account Engagement Specialist 認定 Marketing-Cloud-Account-Engagement-Specialist 試験問題 (Q85-Q90):

質問 # 85

None of the above

Email, First Name, and Last Name are required fields in order for GoToWebinar to register a new user to an event.

- A. False
- B. True

正解: A

解説:

Explanation

Email, First Name, and Last Name are not required fields in order for GoToWebinar to register a new user to an event.

GoToWebinar is a web conferencing platform that allows you to host and join online meetings, webinars, and trainings. You can integrate Marketing Cloud Account Engagement with GoToWebinar using the GoToWebinar connector, which allows you to register prospects for GoToWebinar events from Marketing Cloud Account Engagement forms, landing pages, or completion actions. However, the only required field for GoToWebinar registration is Email. You can also include other fields, such as First Name, Last Name, Phone, or Company, but they are not mandatory. If you do not include these fields, Marketing Cloud Account Engagement will use the default values from the prospect's record or the connector settings.

Answer A is incorrect because Email, First Name, and Last Name are not required fields in order for GoToWebinar to register a new user to an event, as explained above. References: [GoToWebinar Connector], [Set Up the GoToWebinar Connector]

質問 # 86

Which two list types could be used as a recipient list on a list email send? Choose 2 answers

- A. Static list
- B. Test list
- C. Archived list
- D. Dynamic list

正解: A、D

解説:

Explanation

The two list types that could be used as a recipient list on a list email send are static list and dynamic list. A static list is a list of prospects that can be manually added or removed, or updated by automation tools. A static list does not change unless the user or the automation tool modifies it¹³. A dynamic list is a list of prospects that automatically updates based on the criteria that the user defines. A dynamic list adds or removes prospects who match or do not match the criteria in real time¹⁴. Both static and dynamic lists can be used to segment prospects and send targeted email campaigns to them¹⁵. The other list types, such as archived list, test list, public list, and CRM visible list, are not suitable for sending list emails, as they have different purposes and limitations

質問 # 87

A prospect is permanently deleted from Marketing Cloud Account Engagement. That prospect then fills out a new Marketing Cloud Account Engagement form and submits their information.

What happens to the prospect?

- A. No new prospect is created because the prospect had previously been permanently deleted.
- B. The submission of the form retrieves and restores the previously deleted prospect information including activities.

- C. A new prospect is created even though the prospect had previously been permanently deleted.
- D. An error message is displayed on the form preventing the prospect from submitting

正解: C

解説:

Explanation

According to the Salesforce documentation, when a prospect is permanently deleted from Marketing Cloud Account Engagement, all the associated data and activities are also deleted and cannot be restored. However, if the prospect fills out a new Marketing Cloud Account Engagement form and submits their information, a new prospect record will be created with the same email address as the deleted one, but without any of the previous data and activities. The new prospect will have a new unique ID and will not be linked to the deleted one in any way. References: Salesforce documentation

質問 # 88

Which two Salesforce features allow a view of a prospect 's Marketing Cloud Account Engagement landing page submission activity on the syncing contact?

Choose 2 answers

- A. Engagement History component
- B. Salesforce Activities section
- C. Marketing Cloud Account Engagement landing pages related list section
- D. Marketing Cloud Account Engagement Activities Visualforce page

正解: B、D

解説:

To view a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact in Salesforce, an Administrator can use the following features:

* The Marketing Cloud Account Engagement Activities Visualforce page, which shows a detailed history of the prospect's interactions with Marketing Cloud Account Engagement assets, including landing pages, forms, emails, and custom redirects.

* The Salesforce Activities section, which shows the tasks and events that are logged for the contact, including Marketing Cloud Account Engagement landing page submissions. References: [Marketing Cloud Account Engagement Activities Visualforce Page], [Salesforce Activities]

質問 # 89

A marketing user has created an email content record using the enhanced Pardot email experience.

How can they send this email in an engagement program?

- A. Activate the email for use in automation.
- B. Convert the email content record to an email template.
- C. Copy the email HTML and recreate it as an email template Pardot.
- D. Select the desired engagement program from the email

正解: B

解説:

In Salesforce Pardot's enhanced email experience, the process to use a created email content in an engagement program requires converting the email content into an email template.

Convert the email content record to an email template: This functionality allows marketers to leverage the rich content created in the email content record format and utilize it within the structured framework of an engagement program. The conversion process standardizes the email content into a template format, which can then be seamlessly integrated into various Pardot automation tools including engagement programs. This ensures that the aesthetic and functional integrity of the email content is maintained across different marketing campaigns and workflows.

Options such as selecting the engagement program directly from the email or activating the email for use in automation do not align with Pardot's current capabilities regarding email integration in engagement programs, as they require the email to be in a template format to be used effectively.

質問 # 90

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