

Marketing-Cloud-Account-Engagement-Specialist 시험대비 공부하기 & Marketing-Cloud-Account-Engagement-Specialist 시험대비 덤프 최신 샘플 문제



2026 Itcertkr 최신 Marketing-Cloud-Account-Engagement-Specialist PDF 버전 시험 문제집과 Marketing-Cloud-Account-Engagement-Specialist 시험 문제 및 답변 무료 공유: <https://drive.google.com/open?id=1rRanFCooWZrONssJa4t4fxO5p6useUdH>

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>> Marketing-Cloud-Account-Engagement-Specialist 시험대비 공부하기 <<

Marketing-Cloud-Account-Engagement-Specialist 시험대비 덤프 최신 샘플 문제, Marketing-Cloud-Account-Engagement-Specialist 시험패스 가능한 인증 공부

만약 아직도 Salesforce Marketing-Cloud-Account-Engagement-Specialist 시험 패스를 위하여 고군분투하고 있다면 바로 우리 Itcertkr 를 선택함으로 여러분의 고민을 날려버릴 수 있습니다, 우리 Itcertkr에서는 최고의 최신의 덤프 자료를 제공 함으로 여러분을 도와 Salesforce Marketing-Cloud-Account-Engagement-Specialist 인증 자격증을 쉽게 취득할 수 있게 해드립니다. 만약 Salesforce Marketing-Cloud-Account-Engagement-Specialist 인증 시험으로 한층 업그레이드된 자신을 만나고 싶다면 우리 Itcertkr 선택을 후회하지 않을 것입니다, 우리 Itcertkr 과의 만남으로 여러분은 한번에 아주 간편하게 Salesforce Marketing-Cloud-Account-Engagement-Specialist 시험을 패스하실 수 있으며, Salesforce Marketing-Cloud-Account-Engagement-Specialist 자격증으로 완벽한 스펙을 쌓으실 수 있습니다,

Salesforce Marketing-Cloud-Account-Engagement-Specialist 시험요강:

주제	소개
주제 1	<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.
주제 2	<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.
주제 3	<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.

최신 Salesforce Marketers Marketing-Cloud-Account-Engagement-Specialist 무료샘플문제 (Q159-Q164):

질문 # 159

What information can you access on the Prospect List?

- A. Prospect ' s Score
- B. Prospect ' s Company
- C. Prospect ' s Name
- D. Prospect ' s Email Address
- E. Date of prospect ' s last activity
- F. Prospect ' s Grade
- G. Date of when prospect converted from a visitor
- H. Prospect ' s Title

정답: A,B,C,E,F

설명:

According to the Salesforce documentation, the information that can be accessed on the Prospect List are: A) Prospect's Name, D) Prospect's Company, E) Prospect's Grade, F) Prospect's Score, and H) Date of prospect' s last activity. The Prospect List is a feature that allows users to view and manage a list of prospects in Marketing Cloud Account Engagement. The Prospect List can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different columns of information for each prospect, such as name, company, grade, score, or last activity. The user can customize the columns that are displayed on the Prospect List, and they can also sort, filter, search, or export the Prospect List. The Prospect List can also show other information for each prospect, such as email address, title, date of when the prospect converted from a visitor, or custom fields, but these are not the default columns that are displayed on the Prospect List, and they need to be added by the user in the column settings.

References: Salesforce documentation

질문 # 160

What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

- A. The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.
- B. The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement.
- C. The Opportunity must have the "Marketing Cloud Account Engagement" record type.
- D. The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.

정답: B

설명:

For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. A Contact Role is a way of associating a Contact with an Opportunity, and specifying their role and level of influence in the sales process. Marketing Cloud Account Engagement uses the Contact Role to link the Opportunity to the corresponding prospect, and track their engagement and influence on the Opportunity. Reference: 4: Opportunity Contact Roles

질문 # 161

A Marketing Manager wants to create a new prospect in Marketing Cloud Account Engagement. What are three ways the Marketing Manager can create a new prospect? Choose 3 answers

- A. Add a completion action to assign to a user.
- **B. Manually add a prospect in Marketing Cloud Account Engagement.**
- C. Set up an automation rule that creates prospects.
- **D. Import a .CSV file with the prospect's email address.**
- **E. Click the "Send to Account Engagement" button on a Salesforce Lead.**

정답: B,D,E

설명:

Explanation

There are three ways the Marketing Manager can create a new prospect in Marketing Cloud Account Engagement. They are:

* Click the "Send to Account Engagement" button on a Salesforce Lead. This option allows the Marketing Manager to send a one-to-one email to a lead in Salesforce using an Account Engagement email template. If the lead does not already exist as a prospect in Account Engagement, it will be created automatically and synced with Salesforce1

* Manually add a prospect in Marketing Cloud Account Engagement. This option allows the Marketing Manager to create a new prospect record in Account Engagement by entering the prospect's email address and other information. The prospect can then be added to lists, campaigns, or engagement programs2

* Import a .CSV file with the prospect's email address. This option allows the Marketing Manager to import a list of prospects from a .CSV file into Account Engagement. The file must contain the prospect's email address as the first column, and can also include other fields. The imported prospects can then be assigned, tagged, or added to lists or campaigns

질문 # 162

LenoxSoft needs their form to post directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission.

Which Marketing Cloud Account Engagement tool should they use?

- A. Dynamic Content
- B. Custom Redirect
- C. Marketing Cloud Account Engagement Form
- **D. Form Handler**

정답: D

설명:

To post a form directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission, LenoxSoft should use the form handler tool in Marketing Cloud Account Engagement. This tool allows them to use their own forms while still sending the data to Marketing Cloud Account Engagement. They can specify the third-party platform's URL as the post URL in the form handler settings and map the form fields to Marketing Cloud Account Engagement fields. Reference: [Marketing Cloud Account Engagement Form Handler]

질문 # 163

How can a prospect 's score be changed?

- A. Through automation rules.
- **B. All of the above.**

- C. Through scoring model changes.
- D. Through completion actions.

정답: B

설명:

According to the Salesforce documentation, a prospect's score can be changed through automation rules, scoring model changes, or completion actions. A prospect's score is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. A prospect's score can be changed by using different methods, such as:

* Automation rules: An automation rule is an automation tool that can be used to update a prospect's score when the prospect meets certain criteria, such as prospect field values, activities, or scores. For example, an automation rule can be created to increase a prospect's score by 10 points when the prospect visits a specific web page.

* Scoring model changes: A scoring model is a feature that allows users to customize the scoring rules for different types of activities, such as email opens, form submissions, or custom redirects. A scoring model can be changed by editing the default scoring model in Marketing Cloud Account Engagement, or by creating a custom scoring model for a specific group of prospects. For example, a scoring model can be changed to assign more points to an email open, or to create a different scoring model for prospects from a certain industry.

* Completion actions: A completion action is an automation tool that can be used to adjust a prospect's score after the prospect successfully completes a marketing element, such as submitting a form, clicking a link, or visiting a web page. A completion action can be used to increase or decrease a prospect's score by a specific amount, or to reset a prospect's score to zero. For example, a completion action can be created to decrease a prospect's score by 5 points when the prospect unsubscribes from an email.

References: Salesforce documentation

질문 # 164

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