100% Pass 2026 Salesforce Marketing-Cloud-Account-Engagement-Specialist The Best Top Dumps

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

Topic	Details
Topic 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.
Topic 2	• 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.
Topic 3	• 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.

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Marketing-Cloud-Account-Engagement-Specialist Labs, Valid Marketing-Cloud-Account-Engagement-Specialist Exam Format

When you decide to pass the Salesforce Marketing-Cloud-Account-Engagement-Specialist exam and get relate certification, you must want to find a reliable exam tool to prepare for exam. That is the reason why I want to recommend our Salesforce Marketing Cloud Account Engagement Specialist Marketing-Cloud-Account-Engagement-Specialist Prep Guide to you, because we believe this is what you have been looking for.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q52-Q57):

NEW QUESTION # 52
LenoxSoft wants to use their product interest field on a demo request form. They would like to display the phrase "which product most interests you?
" for their product interest field.
Which field component should they modify?

- A. The field data format
- B. The field type
- C. The prospect field
- D. The prospect field label

Answer: D

Explanation:
Explanation
If LenoxSoft wants to display the phrase "which product most interests you?" for their product interest field on a demo request form, they should modify the prospect field label component. The prospect field label is the text that appears above or next to the field on the form. It can be customized to match the desired wording or question. The prospect field label can be different from the prospect field name, which is the internal name used in Marketing Cloud Account Engagement3. References: Marketing Cloud Account Engagement Form Fields

NEW QUESTION # 53
Form or Form Handler? I want to use progressive profiling to personalize my form.

- A. Form Handler
- B. Form

Answer: B

Explanation:
Form handlers allow you to use your own forms to post your data to Marketing Cloud Account Engagement. A form handler is a great alternative to use instead of Marketing Cloud Account Engagement forms. They allow you to fully customize the look of your form and submit data to more than one database. However, form handlers do not support progressive profiling, which is a feature that allows you to display new fields for known prospects and collect more information about them. To use progressive profiling, you need to create a Marketing Cloud Account Engagement form and enable it in the form settings

NEW QUESTION # 54
Which two requirements must be met in order to have both a Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field?
Choose 2 answers

- A. The Lead and Contact fields must have the same API name.
- B. The Lead and Contact fields must have the same Salesforce field label.
- C. The Marketing Cloud Account Engagement field must be mapped to the Salesforce field.
- D. The Marketing Cloud Account Engagement field must be a drop-down field.

Answer: A,C

Explanation:
Explanation
In order to have both a Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field, two requirements must be met. They are:
* The Lead and Contact fields must have the same API name. The API name is the unique identifier of a field in Salesforce, and it must match exactly between the Lead and Contact objects. For example, if the Lead field has an API name of Lead_Source__c, the Contact field must also have the same API name4
* The Marketing Cloud Account Engagement field must be mapped to the Salesforce field. The mapping is the connection between the fields in Account Engagement and Salesforce, and it allows the data to sync between the two systems. The mapping can be done manually or automatically, depending on the field type and the connector version

NEW QUESTION # 55
LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.
Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process?
Choose one answer

- A. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.
- B. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
- C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- D. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

Answer: B

Explanation:
Explanation
The sequence of steps that the Marketing Cloud Account Engagement Administrator should take to automate this process is to enable Visitor Filters for a specific IP range and enable Send daily visitor activity emails.
Visitor Filters allow you to filter out the internal traffic from your website analytics, such as your own employees or vendors. By filtering out a specific IP range, you can ensure that only external visitors are tracked by Marketing Cloud Account Engagement.
Send daily visitor activity emails allow you to receive a daily email with a list of all the visitors who have visited your website in the past 24 hours, along with their company name, location, and pages viewed. By enabling this feature, you can share the list of external visitors with the regional sales managers automatically

NEW QUESTION # 56
A marketing manager wants to view list email engagement metrics in Engagement History in Salesforce.
Which metric is not supported?

- A. Total Replies
- B. Unique Opens
- C. Total Delivered
- D. Opt Out Rate

Answer: A

Explanation:
Explanation
If a marketing manager wants to view list email engagement metrics in Engagement History in Salesforce, they will not be able to see the Total Replies metric (A). This metric is not supported by Engagement History, which only shows the following metrics for list emails: Total Delivered, Unique Opens, Unique Clicks, Hard Bounces, Soft Bounces, Opt Outs, and Spam Complaints. The other metrics (B, C, D) are supported by Engagement History and can be viewed in Salesforce. References: Salesforce Engagement History: A Complete Overview

NEW QUESTION # 57
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