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

Section	Objectives
Lead and Prospect Management	- Segmentation and Lists 1. Dynamic lists and static lists 2. Segmentation rules
	- Prospect lifecycle management 1. Lifecycle stages 2. Scoring and grading
	- Email Campaign Management 1. Email creation and templates 2. Testing and sending emails
	- Engagement Programs 1. Automation rules and triggers 2. Drip campaigns and journeys
Email Marketing and Engagement	

- ROI Analysis
 - 1. Attribution reporting
 - 2. Conversion tracking
- Reporting and Analytics
- Performance Tracking
 - 1. Campaign reporting
 - 2. Email engagement metrics
- Connector Configuration
 - 1. Data sync and field mapping
 - 2. Salesforce CRM integration setup
- Account Engagement Setup and Configuration
- Business Unit and Account Setup
 - 1. User roles and permissions
 - 2. Initial configuration and setup steps

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Marketing-Cloud-Account-Engagement-Specialist Latest Test Answers & Marketing-Cloud-Account-Engagement-Specialist Exam Sample Questions

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q142-Q147):

NEW QUESTION # 142

An administrator wants to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out. If a prospect later opts back in, they should be added back to the list. How should the list be created?

- A. Use table actions to add prospects to the list if they've filled out the form, but haven't opted out from communications.
- **B. Use a dynamic list to automatically add or remove prospects based on the form completion and their opt out status.**
- C. Use an automation rule to automatically add or remove prospects to the list if they submit the form, but aren't opted out.
- D. Use a completion action on the form to automatically add anyone who completes it to the list.

Answer: B

Explanation:

The best way to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out, is to use a dynamic list. A dynamic list is a list that automatically adds or removes prospects based on criteria that you define. In this case, the criteria would be based on the form completion and the opt out status of the prospect. A dynamic list would also add prospects back to the list if they opt back in. The other options are not as efficient or effective as a dynamic list, as they would require manual intervention or additional automation steps

NEW QUESTION # 143

What should be enabled on a Marketing Cloud Account Engagement form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- A. Progressive Profiling
- B. reCAPTCHA
- C. "Not you"? Link
- **D. Kiosk/Data Entry Mode**

Answer: D

Explanation:

Explanation

To sign many people up on the same computer at a trade show booth, an Administrator should enable the Kiosk/Data Entry Mode on a Marketing Cloud Account Engagement form. This mode allows multiple form submissions from the same browser without using cookies. It also clears the form fields after each submission and reloads the thank you content. References: Marketing Cloud Account Engagement Kiosk/Data Entry Mode

NEW QUESTION # 144

Your client is looking for a way to increase the quality of leads that are being passed from marketing to sales. What advice do you offer?

- A. Only pass on leads that are very active on your site no matter the company profile.
- B. Automatically assign all leads to sales reps in a round-robin system.
- C. Add more landing pages and forms to your site to increase the number of conversion opportunities.
- **D. Implement a blended lead scoring and grading system.**

Answer: D

Explanation:

According to the Salesforce documentation, the advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales is: B) Implement a blended lead scoring and grading system. A lead scoring and grading system is a feature that allows users to measure and qualify the prospects based on their level of interest and fit for the business. A lead scoring and grading system can help users to prioritize and segment the prospects, and to pass the most qualified leads from marketing to sales. A lead scoring and grading system consists of two components: scoring and grading. Scoring 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. Scoring can be done automatically by the default scoring model in Marketing Cloud Account Engagement, or manually by customizing the scoring rules. Grading is a letter value that indicates the level of fit of a prospect, based on their attributes, such as industry, job title, location, or company size. Grading can be done manually by creating profiles and matching them with the prospect's information. By implementing a blended lead scoring and grading system, the client can increase the quality of leads that are being passed from marketing to sales, as they can identify the prospects who have both a high score and a high grade, meaning that they are both interested and suitable for the business. Only passing on leads that are very active on the site no matter the company profile, automatically assigning all leads to sales reps in a round-robin system, or adding more landing pages and forms to the site to increase the number of conversion opportunities are not the best advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales, as they are either ineffective, inefficient, or irrelevant ways of qualifying and prioritizing the leads. References: Salesforce documentation

NEW QUESTION # 145

The drip program "New Client Onboarding" is set to "Only send emails during business hours (10am - 4pm M-F)." The drip logic is outlined below: Step 1: Send email "Welcome." Step 2: Pause 3 days. Step 3: Send email "Getting Started." Step 4: Pause 7 days. Step 5: Send email "Tech Setup." Step 6: Pause 7 days. Step 7: Send email "Complete Configuration." End If a prospect starts the drip program on Wednesday, when will the email in Step 3: Send email "Getting Started" be received by the prospect?

- A. The prospect will receive the email Friday.
- **B. The prospect will receive the email Monday.**
- C. The prospect will receive the email Tuesday.
- D. The prospect will receive the email Saturday.

Answer: B

Explanation:

The email in Step 3: Send email "Getting Started" will be received by the prospect on Monday, if the prospect starts the drip program on Wednesday. A drip program is a program that allows you to send a series of emails to your prospects based on a

predefined schedule and logic. You can use drip programs to nurture your prospects, educate them about your products or services, or encourage them to take action. You can also use drip programs to send emails only during business hours, which are the hours that you specify for sending emails to your prospects, such as 10am - 4pm M-F. To calculate when the email in Step 3 will be received by the prospect, you need to follow the drip logic and the business hours settings. The drip logic is outlined below:

Start

Step 1: Send email "Welcome."

Step 2: Pause 3 days.

Step 3: Send email "Getting Started."

Step 4: Pause 7 days.

Step 5: Send email "Tech Setup."

Step 6: Pause 7 days.

Step 7: Send email "Complete Configuration."

End

The business hours settings are:

Only send emails during business hours (10am - 4pm M-F)

Assuming that the prospect starts the drip program on Wednesday at 10am, the email in Step 3 will be received by the prospect on Monday at 10am, following this logic:

Wednesday 10am: The prospect starts the drip program and receives the email in Step 1.

Thursday 10am: The prospect is still in Step 2, which pauses for 3 days.

Friday 10am: The prospect is still in Step 2, which pauses for 3 days.

Saturday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.

Sunday 10am: The prospect is still in Step 2, which pauses for 3 days. However, since it is not a business day, the pause does not count.

Monday 10am: The prospect completes Step 2, which pauses for 3 days, and moves to Step 3, which sends the email "Getting Started." Therefore, the email in Step 3 will be received by the prospect on Monday at 10am.

NEW QUESTION # 146

What does the Data.com connector allow you to do?

- A. Quickly jump into the Data.com results for a prospect or their company
- B. Sync all your prospects to Salesforce
- C. Connect with your meeting software

Answer: A

Explanation:

Explanation

The Data.com connector allows you to quickly jump into the Data.com results for a prospect or their company.

This feature enables you to access additional information and insights about your prospects and accounts from Data.com, such as industry, revenue, employee count, contact details and more. The Data.com connector does not sync your prospects to Salesforce, connect with your meeting software or do anything else.

NEW QUESTION # 147

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