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

Topic	Details
Topic 1	<ul style="list-style-type: none"> 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	<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.
Topic 3	<ul style="list-style-type: none"> • 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.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q117-Q122):

NEW QUESTION # 117

When prospects register via a Marketing Cloud Account Engagement form, they will still receive GoToWebinar's reminder and registration emails.

- A. True
- B. False

Answer: A

Explanation:

Explanation

When prospects register via a Marketing Cloud Account Engagement form, they will still receive GoToWebinar's reminder and registration emails. This is because Marketing Cloud Account Engagement integrates with GoToWebinar and automatically registers prospects for the webinar when they fill out the form. Marketing Cloud Account Engagement also syncs the attendance and other webinar data with the prospect records. However, Marketing Cloud Account Engagement does not send the webinar emails, which are handled by GoToWebinar.

NEW QUESTION # 118

A repeating engagement program is set to allow prospects to be eligible to re-enter every 90 days and has a total entries limit of 5. A user decides that the total entries limit should be changed to 10. The user pauses the program, changes the total entries limit to 10 and restarts the program.

What will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit?

- A. Prospects will re-enter the program immediately.
- B. Prospects will remain ineligible to re-enter the program.
- C. Prospects will re-enter the program after waiting another 90 days.
- D. Prospects will NOT re-enter the program until manually approved to re-enter.

Answer: A

Explanation:

The answer that correctly describes what will happen to the prospects who landed on the End step more than 90 days ago and previously reached the 5 total entries limit is that prospects will re-enter the program immediately. A repeating engagement program is a type of program that allows prospects to re-enter the program after a certain period of time, such as 90 days, and up to a certain number of times, such as 5. If a user changes the total entries limit to a higher number, such as 10, the prospects who have already reached the previous limit, but are eligible to re-enter based on the time period, will re-enter the program as soon as the user restarts the program. Prospects will not re-enter the program after waiting another 90 days, remain ineligible to re-enter the program, or not re-enter the program until manually approved, as these are not the effects of changing the total entries limit. Reference: 2: Repeating Engagement Programs

NEW QUESTION # 119

A marketing user pauses an Engagement Studio program and adds a new recipient list. What will happen to the newly added prospects when the program is resumed?

- A. Prospects will skip steps to start the program on the same steps the existing prospects are on.
- B. Prospects will begin the program on the first step regardless of where the existing prospects are in the program.
- **C. Prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps.**
- D. Prospects will not begin the program until all existing prospects reach an end step.

Answer: C

Explanation:

Explanation

When a marketing user pauses an Engagement Studio program and adds a new recipient list, the newly added prospects will skip any Action steps the existing prospects have already completed, but will be evaluated on Trigger and Rule steps when the program is resumed. This is because Action steps are time-based and cannot be retroactively applied, while Trigger and Rule steps are condition-based and can be applied at any point in the program. References: 1: [Engagement Studio FAQ]

NEW QUESTION # 120

What feature in Salesforce can be enabled to show landing page engagement data on a Salesforce Campaign page layout?

- A. Marketing Cloud Account Engagement Activities Visualforce page
- B. Advanced Dynamic Content
- **C. Engagement History**
- D. B2B Marketing Analytics

Answer: C

Explanation:

According to the Salesforce documentation, the feature in Salesforce that can be enabled to show landing page engagement data on a Salesforce Campaign page layout is Engagement History. Engagement History is a feature that allows users to view and report on how prospects interact with Marketing Cloud Account Engagement marketing assets, such as emails, forms, landing pages, and custom redirects. Engagement History can be enabled for Salesforce Campaigns, Leads, Contacts, Accounts, and Opportunities, and it can display metrics such as views, clicks, submissions, and conversions. Advanced Dynamic Content, Marketing Cloud Account Engagement Activities Visualforce page, and B2B Marketing Analytics are not features that can show landing page engagement data on a Salesforce Campaign page layout, as they are related to other aspects of marketing automation, such as personalization, activity tracking, and analytics.

References: Salesforce documentation

NEW QUESTION # 121

How can you send an automated email to a prospect after they fill out a form?

- **A. Using an Automation Rule**
- B. None of the above
- **C. Using a Completion Action**
- D. Using a Segmentation Rule

Answer: A,C

Explanation:

You can send an automated email to a prospect after they fill out a form using either an automation rule or a completion action. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use an automation rule to send an email to prospects who fill out a specific form or any form. A completion action is a task that is performed after a prospect successfully completes a marketing element. You can use a completion action to send an email to prospects who fill out a particular form. You cannot use a segmentation rule to send an email, since segmentation rules are used to segment prospects into lists or update their field values. Reference: [Automation Rules], [Completion Actions], [Segmentation Rules]

NEW QUESTION # 122

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