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

Topic	Details
Topic 1	Administration: This section of the exam measures the skills of a Salesforce Administrator and focuses on essential administrative tasks within Account Engagement. It includes creating, editing, and mapping fields, and understanding how data flows between Account Engagement and Salesforce. Additionally, it covers the functions of the Account Engagement Recycle Bin and its role in managing deleted records efficiently.
Topic 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.
Topic 3	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.
Topic 4	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 5	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 Sample Questions (Q148-Q153):

NEW QUESTION # 148

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

Answer: A,C

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 name.

* 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 # 149

What is an ideal Click-Through Rate (CTR)?

- A. more than 2%
- B. less than 1%
- C. more than 5%
- D. 1%

Answer: A

Explanation:

Explanation

Click-through rate (CTR) is the percentage of recipients who click on a link in your email. CTR is an indicator of how engaging and relevant your email content is to your audience. CTR can vary depending on the industry, the type of email, the subject line, the call to action, and other factors. However, according to various sources, the average CTR for email marketing across all industries is around 2.6%. Therefore, a CTR of more than 2% can be considered as an ideal or good CTR for email marketing.

NEW QUESTION # 150

A Marketing Cloud Account Engagement administrator wants to export a .csv of prospects that purchased a certain product within

the last year. The product is captured in a Product Name field on the prospect record.

The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.

What is the recommended way to identify these prospects to export to .csv?

- **A. Create a segmentation rule based on Product Name.**
- B. Create a completion action based on Product Name.
- C. Create an automation rule based on product Name.
- D. Create a dynamic list based on Product Name.

Answer: A

Explanation:

Explanation

The recommended way to identify the prospects who purchased a certain product within the last year and export them to a .csv file is to create a segmentation rule based on the Product Name field. A segmentation rule is a one-time rule that matches prospects based on certain criteria and performs certain actions. You can create a segmentation rule that matches prospects who have the specific product name in the Product Name field and the action to export them to a .csv file. This way, you can get a one-time export of all the prospects who have the product name before it changes. An automation rule, a completion action, or a dynamic list are not suitable for this goal, as they are either recurring, real-time, or based on an activity, not a one-time export based on a field value. References [Segmentation Rules Overview]

NEW QUESTION # 151

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

Answer: B

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 # 152

How often does Marketing Cloud Account Engagement sync with Salesforce?

- A. 30 minutes
- **B. 10 minutes**
- C. Real time
- D. 5 minutes

Answer: B

Explanation:

Explanation

Marketing Cloud Account Engagement syncs with Salesforce every 10 minutes. Marketing Cloud Account Engagement and Salesforce work together to keep data aligned between the two platforms. Some of the data that syncs bi-directionally are leads, contacts, and campaigns. Some of the data that syncs one-directionally from Salesforce to Marketing Cloud Account Engagement are accounts, opportunities, and tasks. Marketing Cloud Account Engagement syncs with Salesforce every 10 minutes by default, but you can also trigger a sync manually or by certain actions. For example, you can sync a prospect from their record in Marketing Cloud Account Engagement or Salesforce, or you can sync a group of prospects by using automation rules, segmentation rules, or imports. You can also sync a prospect by changing their Marketing Cloud Account Engagement campaign, assigned user, or email

opt-out status. You can view the sync status and history on the prospect record in Marketing Cloud Account Engagement or Salesforce. For more details -> 18192021

NEW QUESTION # 153

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