

Marketing-Cloud-Account-Engagement-Specialist Reliable Dumps Book & VCE Marketing-Cloud-Account-Engagement-Specialist Dumps



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Our Marketing-Cloud-Account-Engagement-Specialist exam guide have also set a series of explanation about the complicated parts certificated by the syllabus and are based on the actual situation to stimulate exam circumstance in order to provide you a high-quality and high-efficiency user experience. In addition, the Marketing-Cloud-Account-Engagement-Specialist exam guide function as a time-counter, and you can set fixed time to fulfill your task, so that promote your efficiency in real test. The key strong-point of our Marketing-Cloud-Account-Engagement-Specialist Test Guide is that we impart more important knowledge with fewer questions and answers, with those easily understandable Marketing-Cloud-Account-Engagement-Specialist study braindumps, you will find more interests in them and experience an easy learning process.

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

Topic	Details
Topic 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.
Topic 2	<ul style="list-style-type: none">• 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 3	<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.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q275-Q280):

NEW QUESTION # 275

A custom redirect has a completion action to add a tag of "clicked" to all prospects that click it. An unknown visitor clicks on the link and then fills out the form as Bob. A prospect also clicks on the link and fills out a form as Kate.

Which three things will affect the prospect records based on these activities? (Choose three answers.)

- A. Kate's prospect record will show her clicking on the link and filling out the form.
- B. Bob's visitor record will have a tag of "clicked" applied to it.
- C. Kate's prospect record will have a tag of "clicked" applied to it.
- D. Bob's prospect record will have a tag of "clicked" applied to it.
- E. Bob's prospect record will show him clicking on the link and filling out the form.

Answer: A,C,E

Explanation:

Explanation

The three things that will affect the prospect records based on these activities are:

* Bob's prospect record will show him clicking on the link and filling out the form. This is because when an unknown visitor fills out a form, they become a known prospect and their previous activities are tracked and associated with their prospect record1.

* Kate's prospect record will show her clicking on the link and filling out the form. This is because Marketing Cloud Account Engagement tracks the activities of known prospects who interact with your marketing assets, such as custom redirects and forms2.

* Kate's prospect record will have a tag of "clicked" applied to it. This is because the custom redirect has a completion action to add a tag of "clicked" to all prospects that click it, and completion actions are actions that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity

NEW QUESTION # 276

An administrator includes a link to a file on a web page that the company does NOT own on the company website. What is the best way to be able to track the number of visitors who access this file?

- A. Page actions
- B. Marketing Cloud Account Engagement form
- C. Marketing Cloud Account Engagement tracking code
- **D. Custom redirects**

Answer: D

Explanation:

The best way to be able to track the number of visitors who access a file on a web page that the company does not own is to use a custom redirect. A custom redirect is a Marketing Cloud Account Engagement feature that allows you to track any link on your website or a third-party website and measure the clicks and conversions. You can create a custom redirect for the link to the file and use the custom redirect URL instead of the original link on your web page. This way, you can track how many visitors click on the link and access the file, and also see which prospects are interested in the file. A Marketing Cloud Account Engagement form, a Marketing Cloud Account Engagement tracking code, or a page action are not suitable for this purpose, as they are used for different scenarios. A Marketing Cloud Account Engagement form is used to collect visitor information and convert them to prospects. A Marketing Cloud Account Engagement tracking code is used to track the page views and activities of visitors and prospects on your own website. A page action is used to perform certain actions when a prospect views a specific page on your website. Reference Custom Redirects

NEW QUESTION # 277

An Administrator wants to have a thank you email sent after the form on the "Request a Demo" landing page is submitted. Where can this be configured to ensure that every time the landing page is completed, the email is sent?

- **A. Configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted.**
- B. Configure an autoresponder email to send as a completion action when the "Request a Demo" landing page has been submitted.
- C. Configure an automation rule to send the email when "Request a Demo" form has been successfully completed.
- D. Configure a segmentation rule to send the email when "Request a Demo" landing page has been successfully completed.

Answer: A

Explanation:

The best way to configure a thank you email to be sent after the form on the "Request a Demo" landing page is submitted is to configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted. An autoresponder email is an email that is automatically sent to a prospect after they complete a desired activity, such as submitting a form or clicking a custom link. You can use autoresponder emails to thank your prospects, confirm their actions, or provide them with additional information or content. A completion action is an action that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. You can use completion actions to perform actions on the prospects who complete the activity, such as adding them to a list, assigning them to a user, or changing their field values. To configure an autoresponder email to send as a completion action when the "Request a Demo" form has been submitted, you need to go to Marketing > Forms > Forms > Request a Demo > Completion Actions > Add New Action > Send Autoresponder Email, and select the email that you want to send.

NEW QUESTION # 278

How can a visitor convert to a prospect?

- A. Receiving a marketing email
- B. Visiting a tracked website
- C. Viewing an embedded form
- **D. Submitting a form on a landing page**

Answer: D

Explanation:

The way a visitor can convert to a prospect is by submitting a form on a landing page. A visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A visitor becomes a prospect when they fill out a Marketing Cloud Account Engagement form, which captures their email address and other information. A landing page is a web page that contains a form and a call to action, such as downloading a file or registering for an event. When a visitor submits a form on a landing page, they become a prospect and can be tracked and nurtured by Marketing Cloud Account Engagement. Viewing an embedded form, visiting a tracked website, or receiving a marketing email are not ways to convert a visitor to a prospect, as they do not capture the visitor's email address or identify them as a prospect. References [Visitors and Prospects] [Landing Pages and Forms]

NEW QUESTION # 279

Which asset needs to be created first in order for a user to send a prospect a one-to-one email?

- A. Autoresponder
- **B. Email template**
- C. Engagement studio program email
- D. List email

Answer: B

Explanation:

According to the Salesforce documentation, the asset that needs to be created first in order for a user to send a prospect a one-to-one email is an email template. A one-to-one email is an email that is sent to an individual prospect, such as a follow-up or a confirmation email. A one-to-one email can be sent from the prospect record, a list, a report, or a campaign. To send a one-to-one email, the user needs to have an email template that defines the content and layout of the email. An email template can be created in Email Studio or Content Builder, and it can be personalized with variable tags or dynamic content. An autoresponder, an engagement studio program email, or a list email are not assets that need to be created first in order for a user to send a prospect a one-to-one email, as they are related to other types of email sends, such as automated responses, program emails, or mass emails. Reference: Salesforce documentation

NEW QUESTION # 280

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