

Salesforce Marketing-Cloud-Account-Engagement-Specialist Valid Exam Camp & Latest Marketing-Cloud-Account-Engagement-Specialist Exam Simulator



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It is a truth universally acknowledged that the exam is not easy but the related Marketing-Cloud-Account-Engagement-Specialist certification is of great significance for workers in this field so that many workers have to meet the challenge, I am glad to tell you that our company aims to help you to pass the Marketing-Cloud-Account-Engagement-Specialist examination as well as gaining the related certification in a more efficient and simpler way. During nearly ten years, our Marketing-Cloud-Account-Engagement-Specialist Exam Questions have met with warm reception and quick sale in the international market. Our Marketing-Cloud-Account-Engagement-Specialist study materials are distinctly superior in the whole field.

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"> 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 4	<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.

Topic 5	<ul style="list-style-type: none"> • 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.
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The web-based Salesforce Marketing-Cloud-Account-Engagement-Specialist practice test software is designed explicitly for the Salesforce Marketing Cloud Account Engagement Specialist exam. It is a well-known self-preparation tool that contains Marketing-Cloud-Account-Engagement-Specialist Exam Questions approved by Salesforce Certified Professionals. Our Salesforce Marketing-Cloud-Account-Engagement-Specialist exam questions are periodically updated and are similar to the real Salesforce Marketing Cloud Account Engagement Specialist exam questions. The Salesforce Marketing-Cloud-Account-Engagement-Specialist Practice Test has a close resemblance with the actual Salesforce Marketing-Cloud-Account-Engagement-Specialist exam. Multiple This Salesforce certification exam needs to be finished in a certain time duration, therefore Salesforce Marketing-Cloud-Account-Engagement-Specialist practice test allows candidates to practice in the allocated time set according to their own needs.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q291-Q296):

NEW QUESTION # 291

What form handler setting allows prospects to receive multiple autoresponders from form hour period?

- A. Attribute all prospect activities to prospect record after every submission
- B. Execute form handler in real time after every submission
- **C. Disable Visitor Activity Throttling and send autoresponder emails after every submission**
- D. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect

Answer: C

Explanation:

A form handler setting that allows prospects to receive multiple autoresponders from form submissions within a 24-hour period is Disable Visitor Activity Throttling and send autoresponder emails after every submission. This setting overrides the default behavior of Marketing Cloud Account Engagement, which is to throttle visitor activity and send only one autoresponder email per prospect per form per day². This setting can be useful for forms that are used for multiple purposes, such as event registration, content download, or contact request

NEW QUESTION # 292

The VP of Marketing wants to see all automation rules and engagement studio programs that a prospect has been a member of. Where should the VP of Marketing look to find this information?

- A. Automation settings
- B. Prospect's Audits tab
- C. Scoring rules
- **D. Lifecycle report**

Answer: D

Explanation:

According to the [Salesforce documentation], the best place to look for all automation rules and engagement studio programs that a prospect has been a member of is the Prospect's Audits tab. This tab shows a detailed history of all the actions and activities that have occurred for a prospect, including the automation rules and engagement studio programs that they have been added to, removed from, or completed. The Automation settings, Scoring rules, and Lifecycle report do not provide this information, as they

are related to the configuration, scoring, and reporting of the automation and engagement features, not the individual prospect's history. Reference: [Salesforce documentation]

NEW QUESTION # 293

Form or Form Handler? I need data de-duplication in the CRM.

- A. Form Handler
- **B. Form**

Answer: B

Explanation:

Marketing Cloud Account Engagement forms are the best option if you need data de-duplication in the CRM, such as Salesforce. Marketing Cloud Account Engagement forms can automatically match and update existing records in the CRM based on the email address or other unique identifiers⁴. Marketing Cloud Account Engagement forms can also create new records in the CRM if the prospect does not exist yet⁴. Form handlers, on the other hand, do not have this functionality, and may create duplicate records in the CRM if the prospect already exists

NEW QUESTION # 294

What must be created using the classic email builder in order to send an autoresponder?

- A. List email
- B. One-to-one email
- **C. Email template**
- D. Test email

Answer: C

Explanation:

An autoresponder is a type of email that is automatically sent to a prospect when they perform a specific action, such as filling out a form, downloading a file, or registering for an event. To send an autoresponder, a marketer must create an email template using the classic email builder in Marketing Cloud Account Engagement. An email template is a reusable email design that can be customized with dynamic content and personalization. A test email, a one-to-one email, and a list email are not suitable for sending an autoresponder, as they are either not reusable, not automated, or not personalized. References: : Create an Autoresponder Email

NEW QUESTION # 295

What is Lead Qualification? (select two)

- A. An automated set of actions that ensures your sales team gets a steady stream of purchase-ready prospects.
- **B. The process of determining when a prospect is ready for follow up from your sales team.**
- **C. The process of determining when a prospect is ready for follow up from your marketing team.**

Answer: B,C

Explanation:

Lead qualification is the process of identifying and organizing potential customers best-suited for your products or services and who will most likely make a purchase. Lead qualification involves two main steps: determining when a prospect is ready for follow up from your sales team and determining when a prospect is ready for follow up from your marketing team. The first step is to assess the prospect's level of interest, need, budget, and authority to buy your product or service. This can be done using various lead qualification frameworks and criteria, such as BANT, CHAMP, or MEDDIC. The second step is to nurture the prospect with relevant and personalized content until they are ready to buy. This can be done using various lead nurturing strategies and tools, such as email marketing, content marketing, or marketing automation

NEW QUESTION # 296

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