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

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• 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.</li></ul>

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## Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q269-Q274):

### NEW QUESTION # 269

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

**Answer: A**

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. Reference: Salesforce documentation

### NEW QUESTION # 270

A marketing manager wants to view list email engagement metrics in Engagement History in Salesforce. Which metric is not supported?

- **A. Total Replies**
- B. Opt Out Rate
- C. Total Delivered
- D. Unique Opens

**Answer: A**

Explanation:

If a marketing manager wants to view list email engagement metrics in Engagement History in Salesforce, they will not be able to see the Total Replies metric (A). This metric is not supported by Engagement History, which only shows the following metrics for list emails: Total Delivered, Unique Opens, Unique Clicks, Hard Bounces, Soft Bounces, Opt Outs, and Spam Complaints. The other metrics (B, C, D) are supported by Engagement History and can be viewed in Salesforce. References: Salesforce Engagement History: A Complete Overview

### NEW QUESTION # 271

Which two actions can be used to change a prospect's Marketing Cloud Account Engagement campaign?

(Choose two answers.)

- **A. Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.**
- B. Add the prospect to a static list.
- C. Create a segmentation rule to change the Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.
- **D. Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record.**

**Answer: A,D**

Explanation:

The two actions that can be used to change a prospect's Marketing Cloud Account Engagement campaign are:

\* Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as changing their Marketing Cloud Account Engagement campaign to the one that is relevant to their attributes or behaviors.

\* Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record. You can also change a prospect's Marketing Cloud Account Engagement campaign by editing their prospect record and selecting a different campaign from the drop-down menu. This is useful when you want to change the Marketing Cloud Account Engagement campaign for a single prospect or a small group of prospects.

#### **NEW QUESTION # 272**

Completion actions only affect prospects not visitors?

- A. False
- **B. True**

**Answer: B**

Explanation:

Explanation

Completion actions are actions that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. Completion actions only affect prospects, not visitors, because visitors are anonymous and have not been identified by Marketing Cloud Account Engagement yet

#### **NEW QUESTION # 273**

A marketer needs to create a new field for a Marketing Cloud Account Engagement form. Which statement accurately describes how to create the new field?

- **A. The field is created as a custom prospect field on the Prospect Fields page.**
- B. The field is created and added to the form in Engagement Studio.
- C. The field is created as a default account field in the form editor.
- D. The field is created as a custom prospect field in the form editor.

**Answer: A**

Explanation:

In Pardot, new custom fields for prospects are created in the Prospect Fields page under the admin settings. Once a field is created here, it can then be added to forms as needed. This process ensures that all data captured through forms is aligned with the prospect data structure already established in the system, allowing for consistent data management and integration with Salesforce CRM fields if required. This separation of field creation and form editing ensures organized management of prospect data attributes.

#### **NEW QUESTION # 274**

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