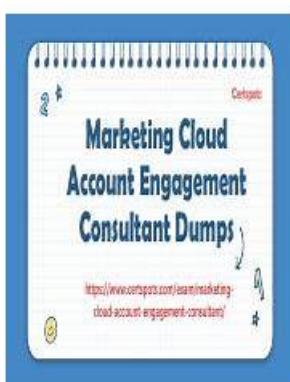


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Salesforce Marketing-Cloud-Account-Engagement-Specialist Exam Syllabus Topics:

| Topic | Details |
|---------|---|
| Topic 1 | <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. |

| | |
|---------|--|
| Topic 2 | <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 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. |

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q139-Q144):

NEW QUESTION # 139

What is the main difference between automation rules and segmentation rules?

- A. Neither will "unmatched" prospects
- B. Automation rules do run retroactively
- C. Segmentation rules do not run retroactively
- D. **Automation rules run continuously; segmentation rules run once.**

Answer: D

Explanation:

Explanation

Automation rules and segmentation rules are both types of Marketing Cloud Account Engagement automation that allow you to perform actions based on criteria. However, the main difference between them is that automation rules run continuously and segmentation rules run once. Automation rules are always on and listening for changes or activity, and they can apply actions to prospects that match the criteria now or in the future. Segmentation rules are designed to pull a one-time list of prospects, then apply the set actions, such as adding them to a list or a Salesforce campaign. Once run, segmentation rules have to be copied to run again

NEW QUESTION # 140

The marketing team thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them.

Which Marketing Cloud Account Engagement feature of email flow could be used to run these tests?

- A. Create a one-off email test send by entering an email address in the Send to Individual Emails section of the testing tab.
- B. Create a static list of approved users to use as the recipient list in the sending tab.
- C. **Create a test list of approved users to use in the testing tab of the email flow.**
- D. Create a dynamic list of approved users to use as the recipient list in the sending tab.

Answer: C

Explanation:

To test emails before sending them, the marketing team can use the test list feature in the testing tab of the email flow. This feature allows them to send test emails to a list of approved users who can view the links and variable tags as prospects will see them. The test list can be created in Marketing Cloud Account Engagement and added to the testing tab of the email flow. Reference: [Marketing Cloud Account Engagement Test List]

NEW QUESTION # 141

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site. Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process?

Choose one answer

- A. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.
- B. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
- C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- D. **Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.**

Answer: D

Explanation:

The sequence of steps that the Marketing Cloud Account Engagement Administrator should take to automate this process is to enable Visitor Filters for a specific IP range and enable Send daily visitor activity emails. Visitor Filters allow you to filter out the internal traffic from your website analytics, such as your own employees or vendors. By filtering out a specific IP range, you can ensure that only external visitors are tracked by Marketing Cloud Account Engagement. Send daily visitor activity emails allow you to receive a daily email with a list of all the visitors who have visited your website in the past 24 hours, along with their company name, location, and pages viewed. By enabling this feature, you can share the list of external visitors with the regional sales managers automatically.

NEW QUESTION # 142

A marketer receives a request to permanently delete a prospect from Marketing Cloud Account Engagement. How does the marketer satisfy this request?

- A. The marketer archives the prospect, but cannot permanently delete their data.
- B. **The marketer archives the prospect and then selects "Permanently Delete" from the recycle bin.**
- C. The marketer goes to the prospect record and chooses the "Permanently Delete" menu option.
- D. The marketer deletes the prospect in Salesforce, which then permanently deletes the prospect in Marketing Cloud Account Engagement.

Answer: B

Explanation:

Explanation

The way the marketer can satisfy the request to permanently delete a prospect from Marketing Cloud Account Engagement is by archiving the prospect and then selecting "Permanently Delete" from the recycle bin.

Archiving a prospect removes them from the active prospect database and places them in the recycle bin, where they can be restored or permanently deleted. Permanently deleting a prospect removes them from Marketing Cloud Account Engagement and Salesforce completely and cannot be undone. The marketer cannot archive the prospect without permanently deleting their data, as the archived prospects still count towards the database limit and can be restored. The marketer cannot delete the prospect in Salesforce, as this will only archive the prospect in Marketing Cloud Account Engagement, not permanently delete them. The marketer cannot go to the prospect record and choose the "Permanently Delete" menu option, as this option is not available on the prospect record, only on the recycle bin. References Deleting Prospects

NEW QUESTION # 143

Where on a prospect record should an administrator look to help determine the reason a prospect is unavailable?

- A. Activities and Lifecycle

- B. Lifecycle and Profile
- C. Profile and Audits
- D. Activities and Audits

Answer: B

Explanation:

Explanation

The best place to look on a prospect record to help determine the reason a prospect is unmailable is the Lifecycle and Profile section. This section shows the mailability status of the prospect, which can be one of the following: Mailable, Mailable - Transactional Emails Only, Undeliverable, Unmailable, or Unsubscribed⁴. The mailability status is determined by various factors, such as the prospect's email opt-out preference, the do not email flag, the hard bounce or soft bounce detection, and the prospect's location in the recycle bin⁵. The Lifecycle and Profile section also shows the email address, the email preference center, and the email opt-out date of the prospect, which can provide more information about the prospect's mailability

NEW QUESTION # 144

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