

Marketing-Cloud-Account-Engagement-Specialist最新試験 & Marketing-Cloud-Account-Engagement-Specialist試験参考書



さらに、Jpshiken Marketing-Cloud-Account-Engagement-Specialistダンプの一部が現在無料で提供されています：<https://drive.google.com/open?id=1kdjewQbncrYGQvLTPVdz63GKPRj581c5>

信頼できる Marketing-Cloud-Account-Engagement-Specialist の質問と回答は、その分野で豊富な経験を持つ専門家によって開発されました。Marketing-Cloud-Account-Engagement-Specialist 準備ガイドの絶え間ない更新により、試験問題の高い精度が維持されるため、Marketing-Cloud-Account-Engagement-Specialist 試験をすばやく使用できます。試験中は、Marketing-Cloud-Account-Engagement-Specialist の質問と回答で練習した質問に精通しています。また、Marketing-Cloud-Account-Engagement-Specialist 試験問題は非常に正確で有効であるため、合格率は 99%~100% です。それが、ほとんどのお客様が常に Marketing-Cloud-Account-Engagement-Specialist 試験に簡単に合格する理由です。

Salesforce Marketing-Cloud-Account-Engagement-Specialist Exam Overview:

Certification Vendor:	Salesforce
Exam Name:	Salesforce Certified Marketing Cloud Account Engagement Specialist
Exam Number:	Marketing-Cloud-Account-Engagement-Specialist
Exam Format:	Multiple Choice, Multiple Select
Exam Price:	USD 200
Exam Duration:	105 minutes
Available Languages:	English
Certificate Validity Period:	Maintenance required with each release cycle
Related Certifications:	Salesforce Certified Marketing Cloud Account Engagement Consultant Salesforce Certified Marketing Cloud Engagement Administrator
Passing Score:	68%
Real Exam Qty:	60
Sample Questions:	Salesforce Marketing-Cloud-Account-Engagement-Specialist Sample Questions
Exam Way:	Online (Proctored) or Onsite (Proctored) at a testing center
Pre Condition:	Salesforce Certified Administrator credential is recommended but not required.
Official Syllabus URL:	https://trailhead.salesforce.com/credentials/marketingcloudaccountengagementspecialist

>> Marketing-Cloud-Account-Engagement-Specialist最新試験 <<

Marketing-Cloud-Account-Engagement-Specialist最新試験 & 認定試験のリーダー & Marketing-Cloud-Account-Engagement-Specialist試験参考書

Jpshikenソフトウェア教材を練習するのに20～30時間しかかからず、試験に参加できます。時間と労力はほとんどかかりません。Marketing-Cloud-Account-Engagement-Specialist試験問題は習得しやすく、重要な情報の内容を簡素化します。Marketing-Cloud-Account-Engagement-Specialistテストガイドは、より重要な情報と回答と質問の量を伝えるため、受験者の学習は簡単で非常に効率的です。そのため、学習者がMarketing-Cloud-Account-Engagement-Specialistガイドトレントを習得して、短時間でMarketing-Cloud-Account-Engagement-Specialist試験に合格すると便利です。

Salesforce Marketing-Cloud-Account-Engagement-Specialist 認定試験の出題範囲:

トピック	出題範囲
トピック 1	• Eメールマーケティング: このセクションでは、Eメールマーケティングスペシャリストのスキルを評価し、標準的なEメールとテンプレートを区別する能力をテストします。アカウントエンゲージメントにおけるEメールの機能とユースケースに関するシナリオを網羅し、Eメールレポート指標を分析してパフォーマンスとエンゲージメントレベルを評価する方法を解説します。
トピック 2	• 訪問者と見込み客: このセクションでは、マーケティングアソシエイトのスキルを評価し、アカウントエンゲージメントにおける匿名訪問者と特定された見込み客との基本的な関係性を網羅します。訪問者がどのように見込み客に転換するか、そして見込み客監査を用いて適切なアクションを適用する方法を理解することも含まれます。受験者は、見込み客データを解釈し、その活動とエンゲージメントレベルに基づいて適切な措置を講じることができる必要があります。
トピック 3	• リード管理: このセクションでは、リードジェネレーションスペシャリストのスキルを評価し、リード管理に使用される自動化ツールとセグメンテーションツールに関する知識を評価します。トピックには、自動化ルール、動的リストと静的リスト、完了アクション、セグメンテーションルール、ページアクションが含まれます。また、スコアリングと採点モデル、そしてそれらがリードの選別にどのように貢献するかについても理解する必要があります。カスタムリダイレクトと、エンゲージメントの追跡におけるその活用もこの分野に含まれます。
トピック 4	• エンゲージメントスタジオ: このセクションでは、マーケティングオートメーションスペシャリストのスキルを評価し、自動化されたマーケティングプログラムの構築と管理方法を網羅します。受験者は、エンゲージメントプログラムを構成する様々なコンポーネントを区別し、プログラムの更新プロセス（アセットの効果的な変更方法を含む）を理解する必要があります。

Salesforce Marketing Cloud Account Engagement Specialist 認定 Marketing-Cloud-Account-Engagement-Specialist 試験問題 (Q25-Q30):

質問 # 25

Which two considerations should be kept in mind when using completion actions for list emails? Choose 2 answers

- A. Completion actions based on link clicks do not trigger on unsubscribe links or email preference page clicks.
- B. Completion actions based on email link clicks only execute once per prospect.
- C. Completion actions based on image file downloads only execute once per day.
- D. Completion actions based on email opens will retroactively apply if added after the email send.

正解: B、D

解説:

Explanation

When using completion actions for list emails, you should keep in mind that completion actions based on email link clicks only execute once per prospect, and completion actions based on email opens will retroactively apply if added after the email send. These are important considerations because they affect how your completion actions will work and what results you will see. For example, if you want to add a prospect to a list based on a link click, you should know that the completion action will only fire the first time the prospect clicks the link, not every time. Similarly, if you want to change a prospect's score based on an email open, you

should know that the completion action will apply to all prospects who opened the email, even if they opened it before you added the completion action

質問 # 26

When are visitors converted to prospects?

- A. When they run through completion actions
- **B. When a prospect fills out a form or form handler**
- C. When the prospect visits a Marketing Cloud Account Engagement landing page
- D. When an automation rule runs

正解: B

解説:

Explanation

Visitors are anonymous web browsers who have interacted with your online marketing content, such as your website, landing pages, or custom redirects. Visitors are converted to prospects when they fill out a form or form handler, which captures their email address and other information. Filling out a form or form handler is the only way to convert a visitor to a prospect. Running through completion actions, matching an automation rule, or visiting a Marketing Cloud Account Engagement landing page do not convert visitors to prospects, unless they also fill out a form or form handler on those pages. References: Visitors and Prospects, Forms and Form Handlers

質問 # 27

Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead's Marketing Cloud Account Engagement information (score/grade) transferred over. How do you address this issue?

- A. Marketing Cloud Account Engagement only shows this information on the lead record.
- B. Once converted, this information shows on the account record and not the contact.
- **C. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.**
- D. The administrator needs to create lookup fields on the contact to see this from the lead.

正解: C

解説:

According to the Salesforce documentation, the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce can be addressed by making sure that the administrator has mapped the lead fields to the contact fields in Salesforce. A field mapping is a feature that allows users to sync the data between Marketing Cloud Account Engagement and Salesforce fields, such as name, email, score, or grade. A field mapping can be configured by the administrator in the connector settings, and it can be customized for different objects, such as leads, contacts, or accounts. When a lead is converted to a contact in Salesforce, the Marketing Cloud Account Engagement information (score/grade) should transfer over to the contact record, as long as the lead fields and the contact fields are mapped correctly in the connector settings. If the fields are not mapped correctly, the Marketing Cloud Account Engagement information (score/grade) will not transfer over, and the contact record will not reflect the Marketing Cloud Account Engagement data. Therefore, the administrator needs to make sure that the lead fields and the contact fields are mapped correctly in the connector settings, and that the sync between Marketing Cloud Account Engagement and Salesforce is working properly. Marketing Cloud Account Engagement only showing this information on the lead record, this information showing on the account record and not the contact, or the administrator needing to create lookup fields on the contact to see this from the lead are not the correct ways to address the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce, as they are either inaccurate, irrelevant, or unnecessary options for the field mapping or the data sync. Reference: Salesforce documentation

質問 # 28

Which two Salesforce features allow a view of a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact?

Choose 2 answers

- **A. Marketing Cloud Account Engagement Activities Visualforce page**

- B. Salesforce Activities section
- C. Engagement History component
- D. Marketing Cloud Account Engagement landing pages related list section

正解: A、B

解説:

Explanation

To view a prospect's Marketing Cloud Account Engagement landing page submission activity on the syncing contact in Salesforce, an Administrator can use the following features:

- * The Marketing Cloud Account Engagement Activities Visualforce page, which shows a detailed history of the prospect's interactions with Marketing Cloud Account Engagement assets, including landing pages, forms, emails, and custom redirects.
- * The Salesforce Activities section, which shows the tasks and events that are logged for the contact, including Marketing Cloud Account Engagement landing page submissions. References: [Marketing Cloud Account Engagement Activities Visualforce Page], [Salesforce Activities]

質問 # 29

What should you do when multiple users are editing an email template at the same time?

- A. Always click Save and Exit or Save Draft and Exit to commit your changes and close your session before ' someone else edits it
- B. Update the same draft at the same time since the system will recognize updates made by both users
- C. Create two different drafts and merge them through the Email flow process to bring updates from both drafts into one
- D. Multiple users cannot edit the same email template at the same time

正解: A

解説:

The best practice when multiple users are editing an email template at the same time is to always click Save and Exit or Save Draft and Exit to commit your changes and close your session before someone else edits it.

This way, you can avoid overwriting or losing your work, and ensure that the email template is consistent and accurate. If you do not save and exit, the system will warn you that another user is editing the same email template and ask you to confirm your changes

質問 # 30

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Marketing-Cloud-Account-Engagement-Specialist試験参考書: https://www.jpshiken.com/Marketing-Cloud-Account-Engagement-Specialist_shiken.html

- 一番優秀-信頼的なMarketing-Cloud-Account-Engagement-Specialist最新試験試験-試験の準備方法Marketing-Cloud-Account-Engagement-Specialist試験参考書 □ (Marketing-Cloud-Account-Engagement-Specialist) の試験問題は ➡ www.shikenpass.com □で無料配信中Marketing-Cloud-Account-Engagement-Specialist最新対策問題
- Marketing-Cloud-Account-Engagement-Specialist資格受験料 □ Marketing-Cloud-Account-Engagement-Specialist資格受験料 □ Marketing-Cloud-Account-Engagement-Specialist問題数 □ 最新 (Marketing-Cloud-Account-Engagement-Specialist) 問題集ファイルは □ www.goshiken.com □にて検索Marketing-Cloud-Account-Engagement-Specialist資格受験料
- Marketing-Cloud-Account-Engagement-Specialist合格率 □ Marketing-Cloud-Account-Engagement-Specialist受験準備 □ Marketing-Cloud-Account-Engagement-Specialist英語版 ■ URL 《 www.xhs1991.com 》をコピーして開き、《 Marketing-Cloud-Account-Engagement-Specialist 》を検索して無料でダウンロードしてくださいMarketing-Cloud-Account-Engagement-Specialist日本語認定
- 一番優秀-信頼的なMarketing-Cloud-Account-Engagement-Specialist最新試験試験-試験の準備方法Marketing-Cloud-Account-Engagement-Specialist試験参考書 □ Open Webサイト「 www.goshiken.com 」検索 ➡ Marketing-Cloud-Account-Engagement-Specialist □無料ダウンロードMarketing-Cloud-Account-Engagement-Specialist日本語認定
- 素敵なMarketing-Cloud-Account-Engagement-Specialist最新試験 - 合格スムーズMarketing-Cloud-Account-Engagement-Specialist試験参考書 | 権威のあるMarketing-Cloud-Account-Engagement-Specialist問題集無料Salesforce Marketing Cloud Account Engagement Specialist □ 「 Marketing-Cloud-Account-Engagement-Specialist 」を無料でダウンロード★ www.jpshiken.com □★□ウェブサイトを入力するだけMarketing-Cloud-Account-Engagement-Specialist日本語認定

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