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Marketing-Cloud-Account-Engagement-Specialist Exam Revision Plan

The Salesforce Marketing Cloud Account Engagement Specialist (Marketing-Cloud-Account-Engagement-Specialist) certification exam is one of the top-rated career advancement certifications in the market. This Marketing-Cloud-Account-Engagement-Specialist exam dumps have been inspiring beginners and experienced professionals since its beginning. There are several personal and professional benefits that you can gain after passing the Marketing-Cloud-Account-Engagement-Specialist Exam. The validation of expertise, more career opportunities, salary enhancement, instant promotion, and membership of Salesforce certified professional community.

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

Topic	Details
Topic 1	• 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 2	• 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 3	• 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	• 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.

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q216-Q221):

NEW QUESTION # 216
You can set up Marketing Cloud Account Engagement yourself to sync with Person Accounts.

- A. True
- B. False (you need to contact Marketing Cloud Account Engagement support to enable this functionality)

Answer: B

Explanation:
You cannot set up Marketing Cloud Account Engagement yourself to sync with Person Accounts. You need to contact Marketing Cloud Account Engagement support to enable this functionality, as it is not available by default. Person Accounts are a special type of account in Salesforce that combines the attributes of both accounts and contacts. To sync Marketing Cloud Account Engagement with Person Accounts, you need to follow some additional steps, such as enabling Person Account Syncing, creating Person Accounts instead of Leads, and adding Marketing Cloud Account Engagement data to Person Account layouts12 Reference: 1: Person Account Syncing with Salesforce2: What To Know Before Using Person Accounts in Marketing Cloud Account Engagement & Salesforce

NEW QUESTION # 217

The "related" tab of the prospect record displays prospects that have what in common?
Choose one answer

- A. Company
- B. Email Domain
- C. Score
- D. Assigned user

Answer: C

Explanation:
According to the Salesforce documentation, the "related" tab of the prospect record displays prospects that have the same score as the current prospect. The "related" tab is a feature that shows a list of prospects that are similar to the current prospect in Marketing Cloud Account Engagement. The "related" tab can be accessed from the Prospect Record page in Marketing Cloud Account Engagement, and it can show different columns of information for each related prospect, such as name, company, grade, score, or last activity. The user can customize the columns that are displayed on the "related" tab, and they can also sort, filter, search, or export the "related" tab. The "related" tab can also show other information for each related prospect, such as email address, title, assigned user, or custom fields, but these are not the default columns that are displayed on the "related" tab, and they need to be added by the user in the column settings. The "related" tab can help users to find and compare prospects that have the same level of interest and engagement as the current prospect, and to take actions based on the data. The "related" tab does not display prospects that have the same email domain, company, or assigned user as the current prospect, as these are not the criteria that are used to determine the similarity of the prospects. Reference: Salesforce documentation

NEW QUESTION # 218
Which asset needs to be created first m order for a user to send a prospect a one-to-one email?

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

Answer: C

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 # 219
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. Once converted, this information shows on the account record and not the contact.
- B. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.
- C. Marketing Cloud Account Engagement only shows this information on the lead record.
- D. The administrator needs to create lookup fields on the contact to see this from the lead.

Answer: B

Explanation:
Explanation
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. References: Salesforce documentation

NEW QUESTION # 220
A user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program.
Which prospects will process through the new step once the program is started again?

- A. All prospects in the program
- B. All prospects on the recipient list
- C. All prospects on the suppression list
- D. All prospects new to the program

Answer: D

Explanation:
Explanation
The prospects that will process through the new step once the program is started again are all prospects new to the program. When a user edits a running and non-repeating engagement studio program by pausing it and adding a new Send Email step at the beginning of the program, the new step will apply only to the prospects who enter the program after the program is resumed. The prospects who are already in the program will not go back to the new step, but will continue from their current position in the program. This is because a non-repeating engagement studio program allows prospects to go through the program only once and does not allow them to repeat any steps or actions. Therefore, the new step will not affect the prospects who have already processed through the program7. Option A is not correct because not all prospects on the recipient list will process through the new step once the program is started again. The recipient list is the list of prospects who are eligible to enter the program. However, some of the prospects on the recipient list might have already entered and completed the program before the new step was added. Those prospects will not process through the new step, as they have already exited the program7. Option B is not correct because not all prospects in the program will process through the new step once the program is started again. The prospects in the program are the prospects who have entered the program and are either active or paused in the program. However, some of the prospects in the program might have already passed the position where the new step was added. Those prospects will not process through the new step, as they have already moved forward in the program7. Option D is not correct because none of the prospects on the suppression list will process through the new step once the program is started again. The suppression list is the list of prospects who are excluded from entering the program. The suppression list can be used to prevent prospects who are already customers, competitors, or partners from receiving marketing emails. The prospects on the suppression list will never enter or process through the program, regardless of the new step

NEW QUESTION # 221
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Regular practice can give you the skills and confidence needed to perform well on your Marketing-Cloud-Account-Engagement-Specialist exam. By practicing your Salesforce Marketing Cloud Account Engagement Specialist (Marketing-Cloud-Account-Engagement-Specialist) exam regularly, you can increase your chances of success and make sure that all of your hard work pays off when it comes time to take the test. We understand that every Salesforce Marketing Cloud Account Engagement Specialist (Marketing-Cloud-Account-Engagement-Specialist) exam taker has different preferences. To make sure that our Salesforce Marketing Cloud Account Engagement Specialist (Marketing-Cloud-Account-Engagement-Specialist) preparation material is accessible to everyone, we made it available in three different formats. You can choose the most suitable and convenient one for you.

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