

Pass Guaranteed Quiz 2026 Salesforce Marketing-Cloud-Account-Engagement-Specialist: Efficient Salesforce Marketing Cloud Account Engagement Specialist 100% Accuracy

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With the development of the times, the pace of the society is getting faster and faster. If we don't try to improve our value, we're likely to be eliminated by society. Under the circumstances, we must find ways to prove our abilities. For example, getting the Marketing-Cloud-Account-Engagement-Specialist Certification is a good way. If we had it, the chances of getting a good job would be greatly improved. And our Marketing-Cloud-Account-Engagement-Specialist exam braindumps are the tool to help you get the Marketing-Cloud-Account-Engagement-Specialist certification.

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"> • 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	<ul style="list-style-type: none"> • Lead Management:This section of the exam measures skills of a Lead Generation Specialist and evaluates knowledge of automation and segmentation tools used in managing leads. Topics include automation rules, dynamic and static lists, completion actions, segmentation rules, and page actions. It also involves understanding scoring and grading models and how they contribute to lead qualification. Custom redirects and their use in tracking engagement are also part of this domain.

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q180-Q185):

NEW QUESTION # 180

What is Lead Qualification? (select two)

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

Answer: A,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 # 181

On which two types of domains does Marketing Cloud Account Engagement set cookies? (Choose two answers.)

- A. Social media domains
- **B. Tracker domains**
- C. Mobile domains

- **D. Marketing Cloud Account Engagement domains**

Answer: B,D

Explanation:

Explanation

The two types of domains that Marketing Cloud Account Engagement sets cookies on are Marketing Cloud Account Engagement domains and Tracker domains. Cookies are small pieces of data that are stored on your browser when you visit a website, and they can be used to track your online behavior and preferences.

Marketing Cloud Account Engagement sets cookies on two types of domains:

* Marketing Cloud Account Engagement domains are domains that are hosted by Marketing Cloud Account Engagement, such as go.Marketing Cloud Account Engagement.com or pi.Marketing Cloud Account Engagement.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who interact with your marketing assets, such as forms, landing pages, or custom redirects.

* Tracker domains are domains that are owned by you, but are verified and authenticated by Marketing Cloud Account Engagement, such as yourcompany.com or yourblog.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who visit your website, such as page views, time spent, or bounce rate.

NEW QUESTION # 182

A user is experiencing errors when trying to save their email.

What three items should they check for in order to successfully save their email draft? Choose 3 answers

- **A. The email designates a general or specific sender**
- **B. The email contains a text version**
- C. The email contains at least one variable tag
- **D. The email contains an unsubscribe link**
- E. The email uses dynamic content

Answer: A,B,D

Explanation:

Explanation

According to the Marketing Cloud Account Engagement Email Basics, there are three mandatory components for an email to be saved in Marketing Cloud Account Engagement: a text version, a sender, and an unsubscribe link. A text version is required for accessibility and deliverability reasons, as some email clients or recipients may not support HTML emails. A sender is required to identify the source of the email and comply with the CAN-SPAM Act. An unsubscribe link is required to allow recipients to opt out of future emails and comply with the GDPR and other privacy regulations. Variable tags, dynamic content, and social posts are optional components that can enhance the personalization and interactivity of the email, but they are not required for saving the email draft.

NEW QUESTION # 183

What is an ideal Click-Through Rate (CTR)?

- A. less than 1%
- B. 1%
- C. more than 5%
- **D. more than 2%**

Answer: D

Explanation:

Click-through rate (CTR) is the percentage of recipients who click on a link in your email. CTR is an indicator of how engaging and relevant your email content is to your audience. CTR can vary depending on the industry, the type of email, the subject line, the call to action, and other factors. However, according to various sources, the average CTR for email marketing across all industries is around 2.6%. Therefore, a CTR of more than 2% can be considered as an ideal or good CTR for email marketing.

NEW QUESTION # 184

A sales manager wants to understand which of their accounts are top-tier candidates based on prior opportunity creation data and

engagement metrics. They want to surface these insights on their account records. What feature can help them see this?

- A. Pardot grade
- B. Einstein Behavior Score
- **C. Einstein Key Accounts Identification**
- D. Pardot score

Answer: C

Explanation:

Salesforce's Einstein Key Accounts Identification feature is designed to help sales managers and teams identify and focus on their most important accounts based on a variety of metrics, including historical data and engagement levels.

Einstein Key Accounts Identification: This feature uses advanced machine learning algorithms to analyze past opportunity creation data and various engagement metrics to pinpoint which accounts are likely to be the most valuable or have the highest potential. This can help sales managers prioritize their efforts and resources more effectively. The insights generated by this tool are integrated directly into the Salesforce account records, providing easily accessible and actionable data for sales teams.

This contrasts with options like the Einstein Behavior Score, Pardot grade, and Pardot score, which, while useful for assessing individual lead or contact engagement and readiness, do not provide the holistic account-level insight that Einstein Key Accounts Identification does.

NEW QUESTION # 185

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