

Unparalleled Salesforce - Marketing-Cloud-Account-Engagement-Specialist - Salesforce Marketing Cloud Account Engagement Specialist New Real Exam



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

Topic	Details
Topic 1	<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 2	<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 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 (Q211-Q216):

NEW QUESTION # 211

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales reps. Some of these prospects are syncing with Leads In Salesforce, and some are syncing with Contacts. Each prospect should receive the email from their prospects assigned rep. How should the Marketing Manager accomplish this?

- A. Select Specified User for the Sender of the email
- **B. Select Assigned User for the Sender of the email**
- C. Select Account Owner for the Sender of the email
- D. Select General User for the Sender of the email

Answer: B

Explanation:

According to the [Salesforce documentation], the best way to accomplish the scenario of sending out an email to a list of prospects that are assigned to several different sales reps, and having each prospect receive the email from their assigned rep, is to select Assigned User for the Sender of the email. This option will use the email address and name of the user who is assigned to the prospect in Salesforce or Marketing Cloud Account Engagement as the sender of the email. This way, the email will appear more personalized and relevant to the prospect, and will increase the chances of engagement and response. Selecting General User, Account Owner, or Specified User will not achieve the same result, as they will use a generic, fixed, or predefined sender for the email, regardless of the prospect's assigned user. References: [Salesforce documentation]

NEW QUESTION # 212

Which three activities would make a prospect active?
Choose 3 answers

- **A. visiting a Marketing Cloud Account Engagement-tracked page**
- B. Opening a Marketing Cloud Account Engagement email
- C. Sending an email to their assigned user
- **D. Clicking on a custom redirect**
- **E. Submitting a Marketing Cloud Account Engagement form**

Answer: A,D,E

Explanation:

The following activities would make a prospect active in Marketing Cloud Account Engagement:

- * Submitting a Marketing Cloud Account Engagement form, which indicates the prospect's interest and consent to receive communications from the company.
- * Clicking on a custom redirect, which tracks the prospect's engagement with external links or downloadable content.
- * Visiting a Marketing Cloud Account Engagement-tracked page, which captures the prospect's browsing behavior and page views on the company's website. References: [Marketing Cloud Account Engagement Prospect Activities]

NEW QUESTION # 213

What does the gear icon on the prospect list allow you to do?

- A. Delete
- B. Copy
- C. Assign
- D. Edit

Answer: A,C,D

Explanation:

Explanation

According to the Salesforce documentation, the actions that can be done with the gear icon on the prospect list are: B) Assign, C) Delete, and D) Edit. The gear icon is a feature that allows users to perform different actions on a prospect or a group of prospects from the Prospect List. The gear icon can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different options for the selected prospect or prospects, such as assign, delete, or edit. The assign option allows the user to assign the prospect or prospects to a user, a group, or a queue. The delete option allows the user to delete the prospect or prospects from Marketing Cloud Account Engagement. The edit option allows the user to edit the prospect or prospects' information, such as name, email, or custom fields. The copy option is not an action that can be done with the gear icon on the prospect list, as it is not an available option for the prospect or prospects.

References: Salesforce documentation

NEW QUESTION # 214

A marketer conducts an A/B test list send email. When viewing the report., they find that the winning version shows the percentage by which it out-performed the other version as 0%.

What can the marketer share with their stakeholders about the performance of the A/B test?

- A. The winning variation did not have any clicks.
- B. The winning variation did not have any opens.
- C. The A/B test winning variation has not been determined.
- D. The A/B test v/as a tie between the two variations.

Answer: D

Explanation:

Explanation

An A/B test list send email is a type of email send that allows marketers to test different versions of an email and measure their performance based on metrics such as opens, clicks, and conversions. The winning version is the one that has the highest percentage of the selected metric. If the winning version shows the percentage by which it out-performed the other version as 0%, it means that both versions had the same performance on the selected metric, and the A/B test was a tie. References: 2: A/B Testing Your Email Sends

NEW QUESTION # 215

In an engagement studio program, business hours are enabled for Monday-Friday from 10am-4pm. A prospect enters a Send Email step at 4:30pm on Friday.

When would the program send the email to the prospect?

- A. The email will send on Saturday at 10am.
- B. The email will send immediately.
- C. The email will not send.

- D. The email will send on Monday at 10am

Answer: D

Explanation:

If business hours are enabled for an engagement studio program, any email steps will be executed only during the specified hours. If a prospect enters an email step outside of the business hours, the email will be queued until the next business hour. Therefore, if a prospect enters a Send Email step at 4:30pm on Friday, and the business hours are Monday-Friday from 10am-4pm, the email will be sent on Monday at 10am

NEW QUESTION # 216

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