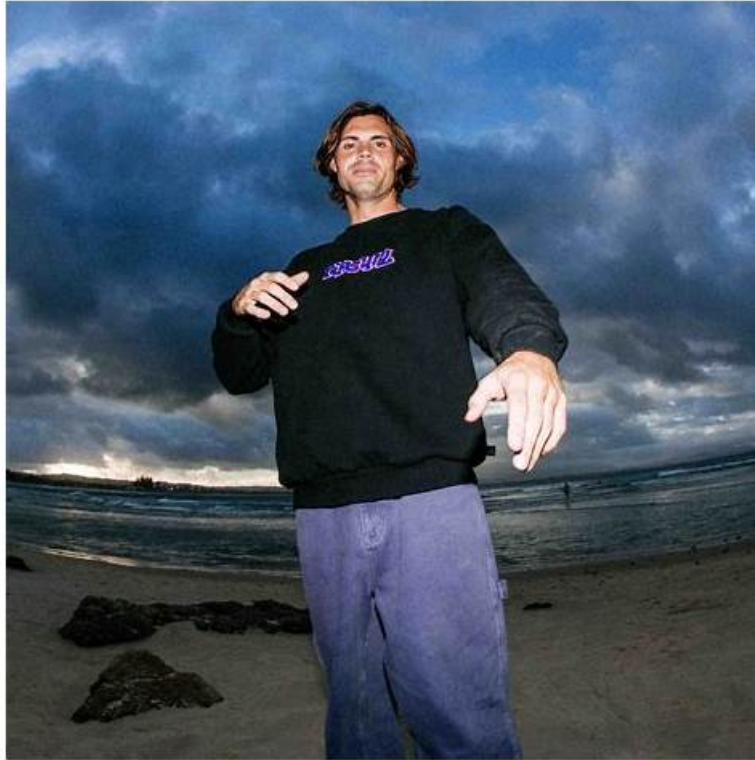


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Salesforce Marketing-Cloud-Account-Engagement-Specialist Exam Syllabus Topics:

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">• 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 3	<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 4	<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.

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Salesforce Marketing Cloud Account Engagement Specialist Sample Questions (Q228-Q233):

NEW QUESTION # 228

What factors are involved with and determine email deliverability?
(Choose 2)

- A. CAN-SPAM
- B. Whitelist
- C. Sender Policy Framework (SPF)
- D. Domain Keys
- E. Sender ID

Answer: C,D

Explanation:

Explanation

Email deliverability is the measure of how successfully your emails reach the inbox of your recipients without bouncing or being marked as spam. Email deliverability depends on several factors, such as your sender reputation, your email content, and your email authentication. Two of the most important email authentication methods are Sender Policy Framework (SPF) and DomainKeys Identified Mail (DKIM). SPF is a protocol that allows you to specify which IP addresses are authorized to send emails from your domain. DKIM is a protocol that allows you to digitally sign your emails with a private key and verify them with a public key published in your domain's DNS records. Both SPF and DKIM help prevent email spoofing and phishing, and improve your sender reputation and deliverability.

NEW QUESTION # 229

Which two capabilities are true for completion actions? Choose 2 answers

- A. Completion actions cannot be applied directly on a landing page.
- B. Completion actions apply to both visitors and prospects
- C. Completion actions are applied retroactively.
- D. Completion actions do not execute on image file downloads

Answer: A,D

Explanation:

According to the Salesforce documentation, the two capabilities that are true for completion actions are: C) Completion actions cannot be applied directly on a landing page, and D) Completion actions do not execute on image file downloads. A completion action is an automation tool that can be used to perform an action after a prospect successfully completes a marketing element, such as clicking a link in an email, submitting a form, or visiting a web page. A completion action can be used to perform actions such as adding a prospect to a list, assigning a prospect to a user, sending an autoresponder email, or adjusting a prospect's score. Completion actions cannot be applied directly on a landing page, as landing pages do not have completion actions. However, completion actions can be applied on the forms or custom redirects that are embedded on the landing page. Completion actions do not execute on image file downloads, as image file downloads are not considered as completion events. However, completion actions can be executed on other types of file downloads, such as PDFs or Word documents. Completion actions are not applied retroactively, as they are only applied to prospects who complete the marketing element after the completion action is created. Completion actions do not apply to both visitors and prospects, as they only apply to prospects who have been identified by their email address or their Marketing Cloud Account Engagement tracking cookie. Reference: Salesforce documentation

NEW QUESTION # 230

LenoxSoft wants to use their product interest field on a demo request form. They would like to display the phrase "which product most interests you?"

" for their product interest field.

Which field component should they modify?

- A. The field type
- B. The prospect field
- **C. The prospect field label**
- D. The field data format

Answer: C

Explanation:

If LenoxSoft wants to display the phrase "which product most interests you?" for their product interest field on a demo request form, they should modify the prospect field label component. The prospect field label is the text that appears above or next to the field on the form. It can be customized to match the desired wording or question. The prospect field label can be different from the prospect field name, which is the internal name used in Marketing Cloud Account Engagement³. Reference: Marketing Cloud Account Engagement Form Fields

NEW QUESTION # 231

What are the daily system generated emails?

- **A. Daily visitor activity emails**
- B. Prospect assignment notification
- **C. Daily prospect activity emails (for my prospects)**
- **D. Daily prospect activity emails (for all prospects)**
- **E. Daily prospect assignment emails**
- F. Weekly search marketing email (sent on Mondays)
- G. Starred prospect activity alerts

Answer: A,C,D,E

Explanation:

The daily system generated emails are: daily prospect activity emails (for all prospects), daily prospect activity emails (for my prospects), daily visitor activity emails, and daily prospect assignment emails. These are the emails that Marketing Cloud Account Engagement sends to users based on their preferences, which provide a summary of the activities and actions of prospects and visitors on a daily basis. Daily prospect activity emails (for all prospects) show the activities of all prospects in your Marketing Cloud Account Engagement account. Daily prospect activity emails (for my prospects) show the activities of the prospects that are assigned to you. Daily visitor activity emails show the activities of the anonymous visitors on your website. Daily prospect assignment emails show the prospects that have been assigned to you or to other users⁹¹⁰ Reference: 9: Auto generated email - How to guide¹⁰: Customizing the System Generated Emails

NEW QUESTION # 232

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

Answer: B

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 # 233

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Considering many exam candidates are in a state of anguished mood to prepare for the Marketing-Cloud-Account-Engagement-Specialist exam, our company made three versions of Marketing-Cloud-Account-Engagement-Specialist real exam materials to offer help. All these variants due to our customer-oriented tenets. As a responsible company over ten years, we are trustworthy. In the competitive economy, this company cannot remain in the business for long. But we keep being the leading position in contrast. We are reactive to your concerns and also proactive to new trends happened in this Marketing-Cloud-Account-Engagement-Specialist Exam.

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