

The Best Salesforce Marketing-Cloud-Account-Engagement-Specialist Exam Training materials



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

Topic	Details
Topic 1	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.
Topic 2	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 3	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	• 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 5	• 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 (Q99-Q104):

NEW QUESTION # 99

You want to get some insight into a prospects score at each stage in their lifecycle. What Marketing Cloud Account Engagement report can you use?

- A. List email report
- **B. Prospect lifecycle report**
- C. Conversions report
- D. Form report

Answer: B

Explanation:

The Prospect Lifecycle report shows how prospects move through the sales funnel, from visitors to customers. It also displays the average score and grade of prospects at each stage, as well as the number of days they spend in each stage. This report can help you understand how your marketing efforts are influencing the prospects' journey and identify areas for improvement. Reference: Marketing Cloud Account Engagement Reports Overview, Prospect Lifecycle Report

NEW QUESTION # 100

What is one way a sales rep can convert a visitor to a prospect?

- A. The sales rep walks the visitor through a demo.
- B. The sales rep gives the visitor a phone call.
- C. The sales rep increases the visitor s score to 100.
- **D. The sales rep manually associates the visitor with a prospect.**

Answer: D

Explanation:

Explanation

One way a sales rep can convert a visitor to a prospect is by manually associating the visitor with a prospect.

A visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A sales rep can use the [Visitor Activity page] in Marketing Cloud Account Engagement to see the visitors who have interacted with your website, and manually associate them with a prospect if they have an email address. This will convert the visitor to a prospect and allow the sales rep to follow up with them. The other options are not ways to convert a visitor to a prospect. Giving the visitor a phone call, increasing the visitor's score, or walking the visitor through a demo are ways to engage with a prospect, but they do not identify the visitor's email address or associate them with a prospect.

NEW QUESTION # 101

An engagement studio program is enabled to repeat. The prospects are eligible to repeat after one day and can repeat three times. If a prospect remains on the program recipient list, what would happen to that prospect once they hit the End step after processing through the program once?

- A. The prospect will start the program over at the beginning immediately.
- B. The prospect will not restart the program; prospects can only process through once.
- **C. The prospect will start the program over at the beginning after waiting one day.**
- D. The prospect will not restart the program; they have reached the maximum number of repeats.

Answer: C

Explanation:

Explanation

If an engagement studio program is enabled to repeat, the prospects are eligible to repeat after one day and can repeat three times, and a prospect remains on the program recipient list, then the prospect will start the program over at the beginning after waiting one day (A). This is how repeating engagement programs work in Account Engagement. The prospect will not be prevented from restarting the program (B, D) unless they have reached the maximum number of repeats, which is three in this case. The prospect will also not restart the program immediately, but after the specified number of days, which is one in this case.

References: Repeating Engagement Studio Flows Introduction

NEW QUESTION # 102

How many CRM connectors can a Marketing Cloud Account Engagement instance have verified at one time?

- **A. 0**
- B. 1
- C. 2
- D. Unlimited

Answer: A

Explanation:

A Marketing Cloud Account Engagement instance can have only one CRM connector verified at one time. A CRM connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your CRM system, such as Salesforce or Microsoft Dynamics. A CRM connector enables bi-directional data sync between Marketing Cloud Account Engagement and your CRM, and allows you to align your marketing and sales processes. You can only have one CRM connector verified at one time, because Marketing Cloud Account Engagement can only sync with one CRM system at a time. If you want to switch to a different CRM system, you need to disconnect your current CRM connector and verify a new one

NEW QUESTION # 103

A prospect is permanently deleted from Marketing Cloud Account Engagement. That prospect then fills out a new Marketing Cloud Account Engagement form and submits their information.

What happens to the prospect?

- **A. A new prospect is created even though the prospect had previously been permanently deleted.**
- B. The submission of the form retrieves and restores the previously deleted prospect information including activities.
- C. No new prospect is created because the prospect had previously been permanently deleted.
- D. An error message is displayed on the form preventing the prospect from submitting

Answer: A

Explanation:

According to the Salesforce documentation, when a prospect is permanently deleted from Marketing Cloud Account Engagement, all the associated data and activities are also deleted and cannot be restored. However, if the prospect fills out a new Marketing Cloud Account Engagement form and submits their information, a new prospect record will be created with the same email address as the deleted one, but without any of the previous data and activities. The new prospect will have a new unique ID and will not be linked to the deleted one in any way. Reference: Salesforce documentation

NEW QUESTION # 104

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