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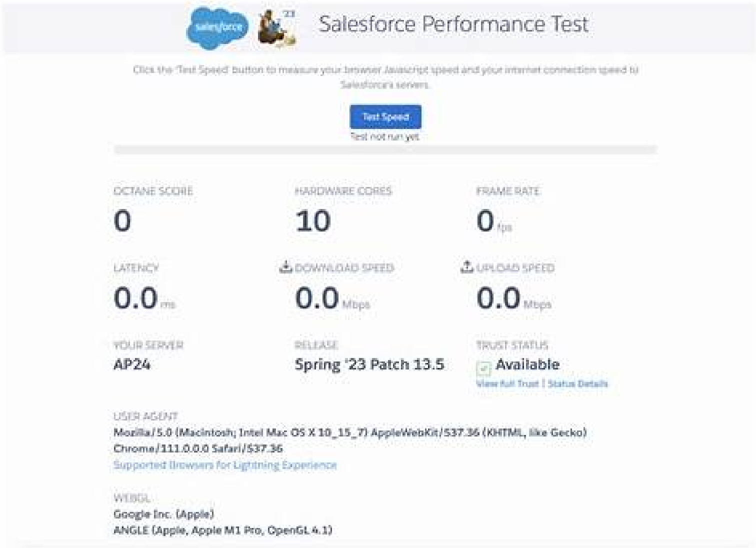

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Salesforce Marketing-Cloud-Account-Engagement-Specialist practice materials are highly popular in the market compared with other materials from competitors whether on the volume of sales or content as well. All precise information on the Salesforce Marketing Cloud Account Engagement Specialist Marketing-Cloud-Account-Engagement-Specialist Exam Questions and high accurate questions are helpful. To help you have a thorough understanding of our Marketing-Cloud-Account-Engagement-Specialist training prep, free demos are provided for your reference.

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

Topic	Details
Topic 1	• 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	• 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.
Topic 3	• 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 4	• 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 (Q142-Q147):

NEW QUESTION # 142
When do prospects sync to your CRM?

- A. When the prospect has a lead score greater than 50
- B. When a prospect has been assigned to a user or queue.
- C. When a prospect is created manually in the Marketing Cloud Account Engagement database.
- D. When the prospect visits a landing page
- E. When the prospect fills out a form on a landing page

Answer: B

Explanation:
Explanation
Prospects sync to your CRM when they have been assigned to a user or queue. A CRM is a customer relationship management platform that allows you to manage your sales and customer service operations. You can integrate Marketing Cloud Account Engagement with your CRM using the Salesforce connector, which allows you to sync data, activities, and campaigns between Marketing Cloud Account Engagement and Salesforce. However, not all prospects in Marketing Cloud Account Engagement are synced to Salesforce.
Only prospects that have been assigned to a user or queue in Marketing Cloud Account Engagement are synced to Salesforce as leads or contacts. You can assign prospects manually, through automation rules, or through lead assignment rules.
Answer A, C, D, and E are incorrect because prospects do not sync to your CRM when they fill out a form on a landing page, when they have a lead score greater than 50, when they visit a landing page, or when they are created manually in the Marketing Cloud Account Engagement database, unless they are also assigned to a user or queue, as explained above. References: [Salesforce Connector], [Sync Prospects with Salesforce]

NEW QUESTION # 143
Arrange these events in sequence:

- A. Visitors access your company website
- B. E C B A D
- C. C B A D E
- D. A D E C B
- E. A cookie is applied
- F. E B A D C
- G. A visitor submits a conversion form
- H. The visitor is now a prospect.

- I. The prospect's activity history is available to view in Marketing Cloud Account Engagement

Answer: H

Explanation:
Explanation
The correct sequence of events is E C B A D. Visitors access your company website (E), a cookie is applied, a visitor submits a conversion form (B), the visitor is now a prospect (A), and the prospect's activity history is available to view in Marketing Cloud Account Engagement (D)4. This is how Marketing Cloud Account Engagement tracks and captures visitor and prospect data and behavior

NEW QUESTION # 144
When an opportunity is created in Marketing Cloud Account Engagement from the sync with Salesforce, what campaign is set on the opportunity?

- A. The first campaign of the last contact associated with the opportunity
- B. The last campaign of the first contact associated to the opportunity.
- C. The first campaign of the first contact associated with the opportunity
- D. The last campaign of the last contact associated with the opportunity

Answer: C

Explanation:
When an opportunity is created in Marketing Cloud Account Engagement from the sync with Salesforce, the campaign that is set on the opportunity is the first campaign of the first contact associated with the opportunity. This means that Marketing Cloud Account Engagement will look at the contact roles of the opportunity in Salesforce, and find the contact that was added first. Then, Marketing Cloud Account Engagement will look at the campaign history of that contact, and find the campaign that was assigned first. That campaign will be the one that is associated with the opportunity in Marketing Cloud Account Engagement. This helps Marketing Cloud Account Engagement track the source and influence of the opportunity. For more details -> 678

NEW QUESTION # 145
LenoxSoft's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked.
What insight does this report provide the template designer?

- A. High open rates indicates that prospects are interacting with the content.
- B. High click rates indicates that the email subject line should be the focus of the email content.
- C. Low click rates encourage the user to optimize content or link placement in other email sends.
- D. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email

Answer: C

Explanation:
Explanation
The insight that the Click-Through Rate report provides the template designer is that low click rates encourage the user to optimize content or link placement in other email sends. The Click-Through Rate report shows the percentage of email recipients who clicked on one or more links in the email. This metric indicates how engaging and relevant the email content and links are for the prospects. If the click rates are low, it means that the prospects are not interested in the email content or links, or they are not able to find them easily. The template designer can use this insight to improve the content or link placement in future email sends, such as by using more compelling calls to action, adding more value propositions, or making the links more visible and accessible. The other options are not insights that the Click-Through Rate report provides. Email clicks on the text version of the email are not tracked by Marketing Cloud Account Engagement, so they do not affect the click rates. High click rates do not indicate that the email subject line should be the focus of the email content, as the subject line is more related to the open rates. High open rates do not indicate that prospects are interacting with the content, as they only measure how many prospects opened the email, not how they engaged with it. References [Email Metrics Glossary]

NEW QUESTION # 146
What happens if a prospect is removed from a drip program and later added back?

- A. Prospects can't be added to drip campaigns after they have been removed.
- B. They will skip the first step and move to the second step.
- C. They will start the drip campaign again.
- D. They will resume the drip where they left off

Answer: D

Explanation:
Drip programs are automated email campaigns that send a series of messages to prospects based on predefined criteria and triggers. If a prospect is removed from a drip program, they will stop receiving any emails from that program. However, if they are added back to the same drip program, they will resume the drip where they left off, unless the drip program has been reset or modified.
Reference: [Drip Programs], [Add Prospects to Drip Programs]

NEW QUESTION # 147
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