

Salesforce Marketing Cloud Account Engagement Specialist

SALESFORCE MARKETING CLOUD ACCOUNT ENGAGEMENT SPECIALIST
CERTIFICATION QUESTIONS & ANSWERS

Exam Summary – Syllabus – Questions

MARKETING CLOUD ACCOUNT ENGAGEMENT SPECIALIST

Salesforce Certified Marketing Cloud Account Engagement Specialist

60 Questions Exam – 72% Cut Score – Duration of 90 minutes

www.VMExam.com

Table of Contents

Know Your Marketing Cloud Account Engagement Specialist Certification Well:	2
Salesforce Marketing Cloud Account Engagement Specialist Certification Details:	2
Marketing Cloud Account Engagement Specialist Syllabus:.....	3
Salesforce Marketing Cloud Account Engagement Specialist Sample Questions:.....	4
Study Guide to Crack Salesforce Marketing Cloud Account Engagement Specialist Exam:.....	7

Know Your Marketing Cloud Account Engagement Specialist Certification Well:

The Marketing Cloud Account Engagement Specialist is best suitable for candidates who want to gain knowledge in the Salesforce Marketer. Before you start your Marketing Cloud Account Engagement Specialist preparation you may struggle to get all the crucial Marketing Cloud Account Engagement Specialist materials like Marketing Cloud Account Engagement Specialist syllabus, sample questions, study guide.

But don't worry the Marketing Cloud Account Engagement Specialist PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the Marketing Cloud Account Engagement Specialist syllabus?
- How many questions are there in the Marketing Cloud Account Engagement Specialist exam?
- Which Practice test would help me to pass the Marketing Cloud Account Engagement Specialist exam at the first attempt?

Passing the Marketing Cloud Account Engagement Specialist exam makes you Salesforce Certified Marketing Cloud Account Engagement Specialist. Having the Marketing Cloud Account Engagement Specialist certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Salesforce Marketing Cloud Account Engagement Specialist Certification Details:

Exam Name	Salesforce Marketing Cloud Account Engagement Specialist
Exam Code	Marketing Cloud Account Engagement Specialist
Exam Price	Registration fee: USD 200 Retake fee: USD 100
Duration	90 minutes
Number of Questions	60
Passing Score	72%
Recommended Training / Books	Prepare for your Marketing Cloud Account Engagement Specialist Credential Drive Sales with Account Engagement (PDX101)
Schedule Exam	Kryterion Webassessor

Sample Questions	<u>Salesforce Marketing Cloud Account Engagement Specialist Sample Questions</u>
Recommended Practice	<u>Salesforce Certified Marketing Cloud Account Engagement Specialist Practice Test</u>

Marketing Cloud Account Engagement Specialist Syllabus:

Section	Objectives	Weight
Visitors and Prospects	<ul style="list-style-type: none"> - Describe the relationship between visitors and prospects. - Given a scenario, apply the appropriate plan of action using Prospect Audits. 	8%
Administration	<ul style="list-style-type: none"> - Illustrate how to create, edit, and map fields. - Explain the relationship between Account Engagement and Salesforce. - Describe the capabilities of the Account Engagement Recycle Bin. 	11%
Account Engagement Forms, Form Handlers and Landing Pages	<ul style="list-style-type: none"> - Given a scenario, identify the capabilities, use cases and interpret metrics of Account Engagement forms. - Identify the capabilities, use cases and interpret reporting metrics for landing pages. 	20%
Lead Management	<ul style="list-style-type: none"> - Explain the components and use cases of an automation rule. - Distinguish between the capabilities of, use cases for, and how to create different types of lists. - Define the capabilities of a completion action. - Define the capabilities of a segmentation rule. - Define the capabilities of page actions. - Explain what a Score measures and how scoring is managed. - Explain what a Grade measures and how grading is managed. - Identify the capabilities and use cases of custom redirects. 	24%
Email Marketing	<ul style="list-style-type: none"> - Distinguish between an Email and an Email Template. - Given a scenario, identify the capabilities and use cases for email. - Distinguish between the metrics collected in Account Engagement email reporting. 	20%
Engagement Studio	<ul style="list-style-type: none"> - Distinguish between the components of an engagement program. - Explain the process of updating an engagement program including its assets. 	17%

Salesforce Marketing Cloud Account Engagement Specialist Sample Questions:

Question: 1

Which feature functionality Pardot uses to ensure optimum email deliverability?

Choose 2 answers.

- a) IP Warm Up and whitelisting
- b) Using CAN-SPAM supporting variable tags
- c) Email authentication using Sender ID
- d) Domain management using Sender Policy Framework (SPF)
- e) Email authentication using Domain Keys

Answer: d, e

Question: 2

When using completion actions with List emails what should be kept in mind?

Choose 2 answers.

- a) No more than 3 completion actions can be configured on list email
- b) Completion actions doesn't have an expiry date. If a prospect clicks on a link that triggers completion action after 3 months of receiving email, the completion action will still execute
- c) Completion actions can only be configured before sending the email
- d) For link click based completion actions, they will always execute every time a prospect performs link click on an email. This however is not applicable to score adjusting

Answer: b, d

Question: 3

On Sun Solar's contact us landing page created in Pardot, the admin chose to enable the setting: Redirect the prospect instead of showing the form's Thank You Content. What will happen when the prospect submits the form on landing page?

- a) The form's Thank You Content will still display
- b) The prospect will see an error on the page
- c) The prospect will be redirected to another custom webpage whose link has been provided in Vanity URL setting on landing page
- d) The prospect will stay on the same page on form submission

Answer: c

Question: 4

In an engagement studio program, a marketing manager introduced Rule step after a Trigger step. What information could a Rule step evaluate in an engagement studio program?

- a) Activity performed by prospect on marketing asset
- b) Page behaviour shown by prospect
- c) Product offering prospect is interested in
- d) Prospect field value

Answer: d**Question: 5**

How can an anonymous visitor be created as a prospect in Pardot and eventually as a Lead/Contact in Salesforce on sync?

- a) Create visitor as a Lead in Salesforce and Salesforce will sync the lead to Pardot as a new Prospect
- b) Visitor can open an email sent by a sales rep using the Send Pardot Email functionality in Salesforce
- c) By syncing visitors Facebook profile with Pardot using Facebook connector
- d) By submitting a Salesforce Web-to-Lead form which is connected to Pardot via Form handlers

Answer: d**Question: 6**

While using triggers to listen to a prospect action in engagement studio program what three type of activities can be listened to?

Choose 3 answers.

- a) Email link click by prospect
- b) Default field value update on prospect record
- c) Grade update done on prospect record
- d) Landing page view by prospect
- e) Pdf file downloaded by prospect

Answer: a, d, e**Question: 7**

What are the two ways using which you can configure emails that are based on recipients preference?

- a) Use variable tag and dynamic content
- b) Use variable tag and responsive email
- c) User more image and less text in emails
- d) Use dynamic content and responsive emails

Answer: a

Question: 8

Cosmo Property has some complex marketing automation use cases that they want to setup and test first using Salesforce sandbox data.

What considerations should the admin keep in mind while connecting Pardot to Salesforce Sandbox account?

Choose 2 answers.

- a) Once Pardot is integrated with Salesforce Sandbox instance the integration cannot be broken
- b) Prospect created in Salesforce Sandbox instance via Pardot sync will not be automatically queued for sync when Salesforce Production instance is integrated with Pardot
- c) Users created during Pardot - Salesforce Sandbox integration cannot be deleted
- d) Prospect data is not automatically wiped from Pardot. Hence, before integrating Pardot with Salesforce Production instance ensure all prospect data is wiped from Pardot

Answer: b, d

Question: 9

A few visitors on Sun Solar's product offering page are asked to enter a CAPTCHA input when they try to submit "Book a demo" form. Under which scenario Conditional CAPTCHA is shown on Pardot forms?

- a) Conditional CAPTCHA is shown on form when the form being submitted is from an IP address which is in the database of the known spammers.
- b) Conditional CAPTCHA is shown when the prospect is making form submission in incognito mode
- c) Conditional CAPTCHA is shown when the prospect browser is not cookie'd
- d) Conditional CAPTCHA is always visible

Answer: a

Question: 10

Why does Pardot rewrite email links on email send?

Choose 2 answers.

- a) To track individual link clicks
- b) To track individual page visits
- c) To track if email was opened by prospect
- d) To track unsubscription by prospect

Answer: a, b

Study Guide to Crack Salesforce Marketing Cloud Account Engagement Specialist Exam:

- Getting details of the Marketing Cloud Account Engagement Specialist syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the Marketing Cloud Account Engagement Specialist exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Salesforce provided training for Marketing Cloud Account Engagement Specialist exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the Marketing Cloud Account Engagement Specialist sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on Marketing Cloud Account Engagement Specialist practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for Marketing Cloud Account Engagement Specialist Certification

Make VMExam.com your best friend during your Salesforce Marketing Cloud Account Engagement Specialist exam preparation. We provide authentic practice tests for the Marketing Cloud Account Engagement Specialist exam. Experts design these online practice tests, so we can offer you an exclusive experience of taking the actual Marketing Cloud Account Engagement Specialist exam. We guarantee you 100% success in your first exam attempt if you continue practicing regularly. Don't bother if you don't get 100% marks in initial practice exam attempts. Just utilize the result section to know your strengths and weaknesses and prepare according to that until you get 100% with our practice tests. Our evaluation makes you confident, and you can score high in the Marketing Cloud Account Engagement Specialist exam.

Start Online practice of Marketing Cloud Account Engagement Specialist Exam by visiting URL

<https://www.vmexam.com/salesforce/salesforce-marketing-cloud-account-engagement-specialist>