



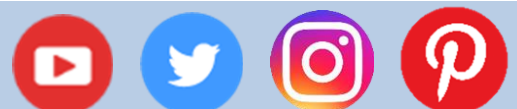
# Salesforce Marketing Cloud Account Engagement Specialist

**Salesforce Marketing Cloud Account  
Engagement Specialist Certification Questions &  
Answers**

Get Instant Access to Vital  
Exam Acing Materials |  
Study Guide | Sample  
Questions | Practice Test

**MARKETING CLOUD ACCOUNT ENGAGEMENT SPECIALIST**  
[Salesforce Certified Marketing Cloud Account Engagement Specialist](#)

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



## Table of Contents:

Discover More about the Marketing Cloud Account Engagement Specialist Certification .....	2
Salesforce Marketing Cloud Account Engagement Specialist Certification Details: .....	2
Marketing Cloud Account Engagement Specialist Syllabus:.....	3
Broaden Your Knowledge with Salesforce Marketing Cloud Account Engagement Specialist Sample Questions: .....	4
Avail the Study Guide to Pass Salesforce Marketing Cloud Account Engagement Specialist Exam: .....	7
Career Benefits: .....	8

## Discover More about the Marketing Cloud Account Engagement Specialist Certification

Are you interested in passing the Salesforce Marketing Cloud Account Engagement Specialist exam? First discover, who benefits from the Marketing Cloud Account Engagement Specialist certification. The Marketing Cloud Account Engagement Specialist is suitable for a candidate if he wants to learn about Salesforce Marketer. Passing the Marketing Cloud Account Engagement Specialist exam earns you the Salesforce Certified Marketing Cloud Account Engagement Specialist title.

While preparing for the Marketing Cloud Account Engagement Specialist exam, many candidates struggle to get the necessary materials. But do not worry; your struggling days are over. The Marketing Cloud Account Engagement Specialist PDF contains some of the most valuable preparation tips and the details and instant access to useful Marketing Cloud Account Engagement Specialist study materials [just at one click](#).

## Salesforce Marketing Cloud Account Engagement Specialist Certification Details:

<b>Exam Name</b>	Salesforce Marketing Cloud Account Engagement Specialist
<b>Exam Code</b>	Marketing Cloud Account Engagement Specialist
<b>Exam Price</b>	Registration fee: USD 200 Retake fee: USD 100
<b>Duration</b>	90 minutes
<b>Number of Questions</b>	60
<b>Passing Score</b>	72%
<b>Recommended Training / Books</b>	<a href="#">Prepare for your Marketing Cloud Account Engagement Specialist Credential</a> <a href="#">Drive Sales with Account Engagement (PDX101)</a>
<b>Schedule Exam</b>	<a href="#">Kryterion Webassessor</a>
<b>Sample Questions</b>	<a href="#">Salesforce Marketing Cloud Account Engagement Specialist Sample Questions</a>
<b>Recommended Practice</b>	<a href="#">Salesforce Certified Marketing Cloud Account Engagement Specialist Practice Test</a>

# Marketing Cloud Account Engagement Specialist Syllabus:

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

Section	Objectives	Weight
	- Distinguish between the metrics collected in Account Engagement email reporting.	
<b>Engagement Studio</b>	- Distinguish between the components of an engagement program. - Explain the process of updating an engagement program including its assets.	<b>17%</b>

## Broaden Your Knowledge with Salesforce Marketing Cloud Account Engagement Specialist Sample Questions:

### Question: 1

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: 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**

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: 4**

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: 5**

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 ConditionalCAPTCHA 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: 6**

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: 7**

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**

**Question: 8**

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: 9**

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: 10**

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**

## Avail the Study Guide to Pass Salesforce Marketing Cloud Account Engagement Specialist Exam:

- Find out about the Marketing Cloud Account Engagement Specialist syllabus topics. Visiting the official site offers an idea about the exam structure and other important study resources. Going through the syllabus topics help to plan the exam in an organized manner.
- Once you are done exploring the [Marketing Cloud Account Engagement Specialist syllabus](#), it is time to plan for studying and covering the syllabus topics from the core. Chalk out the best plan for yourself to cover each part of the syllabus in a hassle-free manner.
- A study schedule helps you to stay calm throughout your exam preparation. It should contain your materials and thoughts like study hours, number of topics for daily studying mentioned on it. The best bet to clear the exam is to follow your schedule rigorously.
- The candidate should not miss out on the scope to learn from the Marketing Cloud Account Engagement Specialist training. Joining the Salesforce provided training for Marketing Cloud Account Engagement Specialist exam helps a candidate to strengthen his practical knowledge base from the certification.
- Learning about the probable questions and gaining knowledge regarding the exam structure helps a lot. Go through the [Marketing Cloud Account Engagement Specialist sample questions](#) and boost your knowledge



- Make yourself a pro through online practicing the syllabus topics. Marketing Cloud Account Engagement Specialist practice tests would guide you on your strengths and weaknesses regarding the syllabus topics. Through rigorous practicing, you can improve the weaker sections too. Learn well about time management during exam and become confident gradually with practice tests.

## Career Benefits:

- Passing the Marketing Cloud Account Engagement Specialist exam, helps a candidate to prosper highly in his career. Having the certification on the resume adds to the candidate's benefit and helps to get the best opportunities.

### **Here Is the Trusted Practice Test for the Marketing Cloud Account Engagement Specialist Certification**

VMExam.Com is here with all the necessary details regarding the Marketing Cloud Account Engagement Specialist exam. We provide authentic practice tests for the Marketing Cloud Account Engagement Specialist exam. What do you gain from these practice tests? You get to experience the real exam-like questions made by industry experts and get a scope to improve your performance in the actual exam. Rely on VMExam.Com for rigorous, unlimited two-month attempts on the [Marketing Cloud Account Engagement Specialist practice tests](#), and gradually build your confidence. Rigorous practice made many aspirants successful and made their journey easy towards grabbing the Salesforce Certified Marketing Cloud Account Engagement Specialist.

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

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