

Salesforce Marketing Cloud Account Engagement Specialist Study Guide PDF

GRAB THE SALESFORCE MARKETING CLOUD ACCOUNT ENGAGEMENT SPECIALIST CERTIFICATION PDF 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

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Get an Overview of the Marketing Cloud Account Engagement Specialist Certification:

Who should take the [Marketing Cloud Account Engagement Specialist exam](#)? This is the first question that comes to a candidate's mind when preparing for the Marketing Cloud Account Engagement Specialist certification. The Marketing Cloud Account Engagement Specialist certification is suitable for candidates who are keen to earn knowledge on the Salesforce Marketer and grab their Salesforce Certified Marketing Cloud Account Engagement Specialist. When it is about starting the preparation, most candidates get confused regarding the study materials and study approach. But Marketing Cloud Account Engagement Specialist study guide PDF is here to solve the problem. Marketing Cloud Account Engagement Specialist PDF combines some effective sample questions and offers valuable tips to pass the exam with ease.

Why Should You Earn the Salesforce Marketing Cloud Account Engagement Specialist Certification?

There are several reasons why one should grab the Marketing Cloud Account Engagement Specialist certification.

- The Marketing Cloud Account Engagement Specialist certification proves to be one of the most recognized certifications.
- The certification badge proves the knowledge of the candidate regarding subject matters and makes his resume presentable to potential candidates.
- Thus earning the [Salesforce Certified Marketing Cloud Account Engagement Specialist](#) is a powerful qualification for a prosperous career.

What Is the Salesforce Marketing Cloud Account Engagement Specialist Certification Exam Structure?

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	Salesforce Marketing Cloud Account Engagement Specialist Sample Questions
Recommended Practice	Salesforce Certified Marketing Cloud Account Engagement Specialist Practice Test

Enhance Knowledge with Marketing Cloud Account Engagement Specialist Sample Questions:

Question: 1

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: 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

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: 4

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: 5

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: 6**

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: 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**

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: 9

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: 10

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

What Study Guide Works Best in Acing the Salesforce Marketing Cloud Account Engagement Specialist Certification?

The Marketing Cloud Account Engagement Specialist study guide is a combination of some proven study tips and the combination of all valuable study materials like sample questions, syllabus and practice tests in one place.

Explore the Syllabus Topics and Learn from the Core:

If you are determined to earn success in the Marketing Cloud Account Engagement Specialist exam, getting in full touch of the [syllabus](#) is mandatory. During preparation, you might not like all syllabus sections or topics, but try to get at least the fundamental knowledge from the sections you don't like. The more you possess knowledge on all syllabus sections, the more is the chance to attempt maximum number of questions during the actual exam.

Make Your Schedule:

Studying and completing the syllabus becomes easier, if you work on the syllabus topics after making a schedule. Your syllabus must mention what areas you want to cover and within what time. Once you make a schedule and follow it regularly, syllabus completion becomes easier and preparation becomes smoother.

Get Expert Advice from the Training:

Do not forget to join the Salesforce Marketing Cloud Account Engagement Specialist training if it is providing any. Training enhances the practical knowledge of a candidate, which helps them to work well in the practical field during projects.

Get Access to the PDF Sample Questions:

If your study material is in a [PDF format](#) or the materials are mobile-friendly, what could be better than that? Get access to the free sample questions and keep enhancing your knowledge beyond the syllabus.

Avoid Dumps and Utilize the Salesforce Marketing Cloud Account Engagement Specialist Practice Test:

Why should you rely on practice tests? The reason is simple: you must get familiar with the exam pattern before reaching the exam hall. An aspirant aware of the exam structure and time management during the exam preparation can perform well in the actual exam and attempt the maximum number of questions during the exam.

Many aspirants prefer to read from dumps, but they miss out on the self assessment method. Therefore, Marketing Cloud Account Engagement Specialist practice tests always stand out to be the better choice than dumps PDF.

Avail the Proven Marketing Cloud Account Engagement Specialist Practice Test for Success!!!

Do you want to pass the Marketing Cloud Account Engagement Specialist exam on your first attempt? Stop worrying; we, VMExam.com are here to provide you the best experience during your Salesforce Marketing Cloud Account Engagement Specialist preparation. Try out our free mock tests to get a glimpse of our quality study materials, and build your confidence with the premium [Marketing Cloud Account Engagement Specialist practice tests](#). Our expert-designed questions help you to improve performance and pass the exam on your first attempt.