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Exam : **Marketing Cloud Account Engagement Specialist**

Title : Salesforce Marketing Cloud Account Engagement Specialist

Version : DEMO

1.A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.
If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?
A. Day 4
B. Day 3
C. Day 0
D. Day 5
Answer: B
Explanation:
According to the Engagement Studio FAQ, when a program is paused, the prospects in the program are also paused and their wait times are not affected. Therefore, when the program is restarted, the prospects resume from where they left off. In this case, the prospect was on day 3 of a 5-day wait time when the program was paused, so they will be on day 3 when the program is restarted.

2.What type of Information do rule step types look for in engagement studio programs?
A. Prospect Interest
B. Prospect behavior
C. Prospect activity
D. Prospect criteria
Answer: D
Explanation:
Rule step types in engagement studio programs are used to check the prospect criteria, such as field values, list membership, tags, grades, scores, etc. Rule steps can branch the program based on whether the prospect meets the criteria or not. For example, a rule step can check if the prospect has a certain job title or industry and send them different emails accordingly. Prospect interest, behavior, and activity are not rule step types, but they can be used as criteria for rule steps. Reference Engagement Studio: Rule Steps

3.What is the difference between a visitor and a prospect?
A. A prospect has an identified email address, while a visitor does not have an identified email address.
B. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.
C. A prospect has submitted a Marketing Cloud Account Engagement form, while a visitor has not submitted a Marketing Cloud Account Engagement form.
D. A prospect has an assigned user, while a visitor does not have an assigned user.
Answer: A
Explanation:
The difference between a visitor and a prospect is that a visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A visitor becomes a prospect when they fill out a Marketing Cloud Account Engagement form, click on a tracked link in an email, or are manually imported into Marketing Cloud Account Engagement. A prospect does not necessarily have an opportunity, a Marketing Cloud Account Engagement form submission, or an assigned user, but a visitor does not have any of these either. Reference Visitors and Prospects

4.Which standard dashboard shows the total submission across all Marketing Cloud Account Engagement landing pages in B2B Marketing Analytics?
A. Pipeline dashboard
B. Engagement dashboard
C. Account-Based Marketing dashboard
D. Multi-Touch Attribution dashboard
Answer: B
Explanation:
The engagement dashboard in B2B Marketing Analytics shows the total submissions across all Marketing Cloud Account Engagement landing pages, as well as other metrics such as views, conversion rate, cost per lead, etc. The engagement dashboard helps marketers measure the performance of their marketing campaigns and optimize their content strategy. The pipeline dashboard shows the revenue generated by marketing campaigns, the account-based marketing dashboard shows the engagement and influence of key accounts, and the multi-touch attribution dashboard shows the impact of marketing touchpoints on sales outcomes. Reference B2B Marketing Analytics Overview

5.Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.
A. The Grade as it includes personal information about the prospect.
B. The Profile as It reflects LenoxSoft's ideal customer.
C. The Campaign as it references the prospect's first touch point.
D. The Score as it shows activities taken by the prospect.
Answer: D
Explanation:
The score is a numerical value that indicates how interested a prospect is in your products or services based on their activities, such as email opens, clicks, form submissions, etc. The score helps marketers prioritize leads and identify prospects who are ready to buy. Lenoxsoft is interested in following up with IT professionals who are actively engaging with their marketing materials, so the score is the best indicator of their interest level. The grade is a letter value that indicates how well a prospect matches your ideal customer profile based on their attributes, such as industry, job title, location, etc. The grade helps marketers segment leads and target prospects who are a good fit for your business. The profile reflects Lenoxsoft’s ideal customer, but it does not show how engaged the prospect is. The campaign is the first touch point that brought the prospect to your website, such as a Google ad, an email, or a social media post. The campaign helps marketers track the source and effectiveness of their marketing channels, but it does not show how engaged the prospect is. Reference [Scoring and Grading Overview]