



QUESTION & ANSWER

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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

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

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 Pardot form, while a visitor has not submitted a Pardot form.
- D. A prospect has an assigned user, while a visitor does not have an assigned user.

Answer: A

4.Which standard dashboard shows the total submission across all Pardot landing pages in B2B Marketing Analytics?

- A. Pipeline dashboard
- B. Engagement dashboard
- C. Account-Based Marketing dashboard
- D. Multi-Touch Attribution dashboard

Answer: B

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