

OUR LEARNING EXCLUSIVE

- Custom exam prep software and materials
- Course-specific thinQtank[®] Learning publications to make the learning fun and engaging
- Hands-on exercises in a free Salesforce Developer Edition org every day
- We do not teach the test. We always deliver valuable hands-on experience
- All reading material and study guides sent to you when you register
- Every course taught by experienced Salesforce-certified practitioners
- Six months mentoring access to our engineers after the course

TRAINING CAMP FORMAT

thinQtank[®] Learning delivers this course as a **three-day instructor-led training camp, Monday to Wednesday**. About 60% lecture and 40% hands-on labs and practice exams. Hands-on work is set to suit the group and the delivery method. Contact us for the schedule covering your dates.

PREREQUISITES

- No certification prerequisite
- Experience with B2B marketing automation recommended

TARGET AUDIENCE

- B2B marketers and marketing operations staff
- Salesforce administrators supporting marketing
- Sales and marketing alignment leads
- Service members, veterans and military spouses using AF COOL, Army CA, MyCAA or VET TEC 2.0

EXAM

Exam	Salesforce Certified Marketing Cloud Account Engagement Specialist
Exam fee	\$200 USD per attempt, set by Salesforce; retakes \$100
Format	60 multiple-choice questions, 90 minutes
Passing	72%
Delivery	Testing center or online proctored; we help you schedule

DELIVERY METHODS

- Instructor-led training
- Immersive live-online training
- On-site and custom delivery

COURSE OVERVIEW

thinQtank[®] Learning is offering a unique three-day training camp comprised of three days of instructor-led learning that gives students the knowledge and skills needed to run B2B marketing automation with Account Engagement (formerly Pardot): visitors and prospects, administration, forms and landing pages, lead management, email marketing and Engagement Studio.

Account Engagement Specialist validates the skills to generate, nurture and qualify B2B leads with Marketing Cloud Account Engagement.

This course prepares you for the **Salesforce Certified Marketing Cloud Account Engagement Specialist** exam.

WHAT YOU WILL BE ABLE TO DO

- Enable and configure the Account Engagement Lightning app
- Capture leads with forms, form handlers and landing pages
- Manage leads with automation rules and dynamic lists
- Nurture leads with email and Engagement Studio
- Qualify leads with scoring and grading
- Report on marketing performance

COURSE OBJECTIVES

Primary course objectives, following the official exam outline:

- Visitors and Prospects
- Administration
- Account Engagement Forms, Form Handlers and Landing Pages
- Lead Management
- Email Marketing
- Engagement Studio

EXCLUSIVE LEARNING PACKAGE

- thinQtank[®] Learning Accelerated Custom Exam Study Guide for this exam
- Practice exams built to the official exam outline
- Additional hours of remote lab access
- Custom video recordings for review
- Retake any or all of the course, in person or live online, for 24 months

SALESFORCE CERTIFICATION PATH

Marketing Cloud Engagement Specialist / Administrator

Associate

Marketing Cloud Engagement Consultant

Professional

Account Engagement Specialist

B2B marketing automation

COURSE MODULES

01 Visitors and Prospects

8% of exam

- › Topic A: Tracking
- › Topic B: Prospect records
- › Topic C: Sync

02 Administration

11% of exam

- › Topic A: Setup
- › Topic B: Users and roles
- › Topic C: Connector configuration

03 Account Engagement Forms, Form Handlers and Landing Pages

20% of exam

- › Topic A: Forms and progressive profiling
- › Topic B: Form handlers
- › Topic C: Landing pages

04 Lead Management

24% of exam

- › Topic A: Scoring and grading
- › Topic B: Automation rules
- › Topic C: Lead assignment

05 Email Marketing

20% of exam

- › Topic A: Email templates
- › Topic B: List emails
- › Topic C: Compliance

06 Engagement Studio

17% of exam

- › Topic A: Engagement programs
- › Topic B: Branching logic
- › Topic C: Testing

TERMS

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