

Salesforce Marketing Cloud Engagement Administrator

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 **five-day instructor-led training camp, Monday to Friday**. 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 administering Marketing Cloud Engagement recommended

TARGET AUDIENCE

- Marketing Cloud administrators
- Marketing operations and technology professionals
- Consultants preparing for Marketing Cloud projects
- Service members, veterans and military spouses using AF COOL, Army CA, MyCAA or VET TEC 2.0

EXAM

Exam	Salesforce Certified Marketing Cloud Engagement Administrator
Exam fee	\$200 USD per attempt, set by Salesforce; retakes \$100
Format	60 multiple-choice questions, 105 minutes
Passing	67%
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 five-day training camp comprised of five days of instructor-led learning that gives students the knowledge and skills needed to set up and maintain Marketing Cloud Engagement: account and business unit setup, users and roles, subscriber data management, channel management, account maintenance and digital marketing proficiency.

Marketing Cloud Engagement Administrator validates the skills to configure and maintain a Marketing Cloud Engagement account and is the prerequisite for the Consultant credential.

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

WHAT YOU WILL BE ABLE TO DO

- Configure accounts, business units, users and roles
- Set up sender authentication and channels
- Manage subscriber data and data extensions
- Configure Marketing Cloud Connect
- Maintain and troubleshoot an account
- Support marketers with sound platform practice

COURSE OBJECTIVES

Primary course objectives, following the official exam outline:

- Setup
- Subscriber Data Management
- Channel Management
- Maintenance
- Digital Marketing Proficiency

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 Marketing Cloud Engagement Administrator

SALESFORCE CERTIFICATION PATH

Marketing Cloud Engagement Specialist / Administrator
Associate

Marketing Cloud Engagement Consultant
Professional

Account Engagement Specialist
B2B marketing automation

COURSE MODULES

01 Setup

38% of exam

- › Topic A: Business units
- › Topic B: Users, roles and permissions
- › Topic C: Sender authentication and IP setup

02 Subscriber Data Management

18% of exam

- › Topic A: Data extensions
- › Topic B: Contact model
- › Topic C: Data import and retention

03 Channel Management

16% of exam

- › Topic A: Email, SMS and push setup
- › Topic B: Mobile studios
- › Topic C: Channel settings

04 Maintenance

15% of exam

- › Topic A: Account audit
- › Topic B: Troubleshooting sends
- › Topic C: Security settings

05 Digital Marketing Proficiency

13% of exam

- › Topic A: Journeys and automations
- › Topic B: Reporting
- › Topic C: Best practices

TERMS

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