Exam Code: Marketing Cloud Account Engagement Consultant

Exam Name: Salesforce Certified Marketing Cloud Account Engagement Consultant

Exam A

QUESTION 1
The marketing team you consult with wants to assign prospects to a sales user when the prospects meets at least one of the following criteria: * Successfully complete a 'Request a Quote' form, OR * Has a score above 175 and a grade above B+ Which assignment model will best achieve their goals?

A. Completion Action
B. Automation rule match All
C. Automation rule match Any
D. Page Action

Correct Answer: C
Section:

QUESTION 2
Lenoxsoft needs to sync their Salesforce custom objects to Marketing Cloud Account Engagement prospects in order to run an automation rule. What is the first step in the process of setting up custom object syncing between the two systems?

A. Create the Marketing Cloud Account Engagement custom object on the prospect level before the prospect Account level
B. Configure the Salesforce custom object to relate to th< account, lead, or contact
C. Adjust the sync behavior on the Marketing Cloud Account Engagement custom object to use the Salesforce value
D. Perform a full Marketing Cloud Account Engagement database sync, prior to creating the Salesforce custom object

Correct Answer: B
Section:

QUESTION 3
Recommend a model to route qualified and unqualified leads across the business. Place in order from most qualified to least qualified lead. A.Low Grade | Low Score B.High Grade | Low Score C.High Grade | High Score D. Low Grade | High Score

A. CDAB
B. ABDC
C. CBDA
D. CDBA

Correct Answer: D
Section:

QUESTION 4
LenoxSoft is requesting a nurture campaign for cold leads. Anyone who clicks on the CTA they want to create a call campaign and anyone who doesn't click on the CTA they want them to eventually be deleted (sent to recycle bin). What objects in Marketing Cloud Account Engagement & SFDC would you use?

A. Marketing Cloud Account Engagement Engagement Program

B. Salesforce Queue

C. Marketing Cloud Account Engagement Automation Rule

D. Marketing Cloud Account Engagement Static List

E. Marketing Cloud Account Engagement Marketing Campaign

Correct Answer: A, D, E
Section:

QUESTION 5
Lenoxsoft uses their existing email sending platform to send a monthly promotional email to subscribers on the 15th of each month. They are beginning their Marketing Cloud Account Engagement implementation on the 5th and must send the email on time. They have asked to focus on the minimum setup in Marketing Cloud Account Engagement in order to meet their email send deadline. Based on the above constraints, what should the Consultant determine to be the first steps in Marketing Cloud Account Engagement?

A. Set up a Marketing Cloud Account Engagement campaign, import necessary subscriber lists, and transfer email templates to Marketing Cloud Account Engagement.

B. Implement Marketing Cloud Account Engagement tracking code, set up email authentication, and create page actions for website views.

C. Create a folder structure, import, and map sales users, and transfer email templates into Marketing Cloud Account Engagement.

D. Set up email authentication, import necessary subscriber lists, and transfer email templates into Marketing Cloud Account Engagement.

Correct Answer: D
Section:

QUESTION 6
You are creating a new series of pay per click ads and want to track where a prospect originates when they arrive at your website. How would you set this up?

A. Create a Marketing Cloud Account Engagement campaign for each pay per click ad and place the tracking code on the landing page

B. Create a custom redirect for each pay per ad click and and select a Marketing Cloud Account Engagement campaign for each custom redirect

C. Create a custom redirect for each pay per click ad and use a completion action to add the prospects to a list

D. Create a custom redirect for each pay per click ad and use an automation rule to add the prospects to a list

Correct Answer: B
Section:

QUESTION 7
Lenoxsoft has a product line that is business to consumer. They use the Lead object, but the Contact and Account objects are combined. The Marketing Cloud Account Engagement Administrator wants to enable person accounts and understand how this configuration affects the syncing from Marketing Cloud Account Engagement to Salesforce. Given default Marketing Cloud Account Engagement and Salesforce syncing behavior, which statement is correct when Person Account are enabled?

A. Marketing Cloud Account Engagement will create a lead record in Salesforce, and when the lead is converted, Marketing Cloud Account Engagement will sync with contact and account.

B. Marketing Cloud Account Engagement will create a lead record in Salesforce, and when the lead is converted, Marketing Cloud Account Engagement will sync with the person account.

C. The Salesforce contact level and account level fields will only sync with prospect fields in Marketing Cloud Account Engagement.

D. The Salesforce person account record will only sync with the prospect record in Marketing Cloud Account Engagement.

Correct Answer: B
Section:

QUESTION 8
LenoxSoft mentions that they would like to invest in a content strategy but is afraid they don't have the resources. What do you advise?

A. Start a company blog and promote a few high-quality pieces of content.
B. Post content from other websites on your own site.
C. Hire an agency to create content.
D. Focus on creating as much content as possible.

Correct Answer: A
Section:

QUESTION 9
Select available Webinar Scoring Rules

A. Webinar Attended
B. Webinar Invited
C. Webinar Refusal
D. Webinar Registered

Correct Answer: A, B, D
Section:

QUESTION 10
Select three available Marketing Cloud Account Engagement Editions

A. Marketing Cloud Account Engagement Growth
B. Marketing Cloud Account Engagement Plus
C. Marketing Cloud Account Engagement Professional
D. Marketing Cloud Account Engagement Advanced
E. Marketing Cloud Account Engagement Ultimate
F. Marketing Cloud Account Engagement Standard

Correct Answer: A, B, D
Section:

QUESTION 11
Select available Social Media Connectors

A. Twitter
B. Facebook
C. CD LinkedIn
D. AddThis
E. FullContact

Correct Answer: D, E

Section:

QUESTION 12
Select available Social Posting Connectors

A. Facebook

B. Twitter

C. LinkedIn

D. Zone

E. WhatsApp

F. Instagram

G. Tumblr

Correct Answer: A, B, C
Section:

QUESTION 13
Select available Webinar Connectors

A. Webex

B. WebinarJam

C. ReadyTalk

D. GoToWebinar

E. Demio

F. ClickMeeting

Correct Answer: A, C, D
Section:

QUESTION 14
Select available User Roles

A. Administrator

B. Sales User

C. Marketing Manager

D. CD Marketing

E. Sales

F. Sales Manager

Correct Answer: A, D, E, F
Section:

QUESTION 15
Select Assets that allow to Adjust prospects score

A. Automation Rules

B. Segmentation Rules

C. PI Completion Actions

D. Engagement Programs

E. Tables

Correct Answer: A, C, D
Section:

QUESTION 16
Can Marketing both Import and Export Prospects?

A. True

B. False

Correct Answer: A
Section:

QUESTION 17
Is it possible for many users to edit exact same Email Template simultaneously?

A. True

B. False

Correct Answer: B
Section:

QUESTION 18
How many CRM connectors can be active simultaneously in Marketing Cloud Account Engagement?

A. One each type

B. Many, but only Salesforce

C. One

D. There are no restrictions about that

Correct Answer: C
Section:

QUESTION 19
How many Social Posting Connectors is it possible to create

A. You can create as many Social Posting connectors as you want

B. One each type

C. Many but only one type

D. You can't use any Social Posting connector

Correct Answer: A
Section:

QUESTION 20
How many scheduled Engagement Programs is it possible to have

A. 5
B. 3
C. 10
D. 15

Correct Answer: C
Section:

QUESTION 21
How many Engagement Programs can run at one time

A. Always 100
B. Marketing Cloud Account Engagement Growth Edition: 20 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 200
C. Marketing Cloud Account Engagement Growth Edition: 100 Marketing Cloud Account Engagement Plus Edition: 150 Marketing Cloud Account Engagement Advanced Edition: 200
D. Marketing Cloud Account Engagement Growth Edition: 20 Marketing Cloud Account Engagement Plus Edition: 50 Marketing Cloud Account Engagement Advanced Edition: 100

Correct Answer: B
Section:

QUESTION 22
What is available to choose within Repeat Rule

A. Days before eligible to repeat rule
B. Limit rule matches
C. Certain Prospects
D. Repetition Order

Correct Answer: A, B
Section:

QUESTION 23
How many Scoring Categories is it possible to create

A. 25
B. 100
C. 15
D. 50

Correct Answer: D

Section:

QUESTION 24
How often does Marketing Cloud Account Engagement check for changes in Salesforce?

A. 5 minutes

B. 1 hour

C. 2 minutes

D. 10 minutes

Correct Answer: C
Section:

QUESTION 25
Choose required fields while creating a Prospect

A. Email

B. Company

C. CD Campaign

D. Profile

E. Score

F. Grade

G. Assign To

Correct Answer: A, C, D, E
Section:

QUESTION 26
Which are true about Custom Objects in Marketing Cloud Account Engagement

A. You can create and sync a custom object from anything that is linked to a contact, lead, or account in your CRM

B. You can create and sync a custom object from any object in Salesforce

C. You can create and sync a custom object from anything that is linked lead and contact, but can't be linked to account due to high risk of errors

D. You can create and sync a custom object from anything that is linked to a contact, lead and account in your CRM at the same time

Correct Answer: A
Section:

QUESTION 27
What type of fields are not supported by the Marketing Cloud Account Engagement sync

A. Geolocation

B. Lookup Relationship

C. Date/Time

D. Time

E.   Text Area (Rich)

F.   Date/Time

G.   Formula

H.   External Lookup Relationship

Correct Answer: A, B, E, G, H
Section:

QUESTION 28
What type of Marketing Cloud Account Engagement field should you sync Salesforce Phone field

A.   Phone

B.   Text

C.   Number

D.   You can't do this

Correct Answer: B
Section:

QUESTION 29
There is Custom Field Type in Marketing Cloud Account Engagement called CRM User

A.   True

B.   False

Correct Answer: A
Section:

QUESTION 30
Can Email Preference Center demand for logging in

A.   True

B.   False

Correct Answer: B
Section:

QUESTION 31
It is recommended that Email Preference Center should use more than one page level depth

A.   True

B.   False

Correct Answer: B
Section:

QUESTION 32
It is possible for prospect to have less than 0 score

A. True
B. False

Correct Answer: A
Section:

QUESTION 33
Check the lowest and the highest available Prospect's score in Marketing Cloud Account Engagement

A. D
B. A+
C. A
D. F-
E. F

Correct Answer: A, D
Section:

QUESTION 34
How long can it take for Custom Object in Marketing Cloud Account Engagement to sync with Salesforce

A. 10 minutes
B. 2 minutes, because that's the frequency of Marketing Cloud Account Engagement looking for changes in Salesforce
C. 1 hour
D. 4 hours

Correct Answer: D
Section:

QUESTION 35
Do hard bounces need to be removed from lists

A. True
B. False

Correct Answer: B
Section:

QUESTION 36
If someone opt-out's do we need to delete this Prospect record?

A. Yes, it is restricted by law
B. False. It is restricted by law not to email them, but we still can track the activity

Correct Answer: B
Section:

QUESTION 37
How many variations of Dynamic Content it is possible to create

A. A-Z (25)
B. A-C (3)
C. 10
D. A/B (2)

Correct Answer: A
Section:

QUESTION 38
Is it possible to split Dynamic List to other Dynamic Lists?

A. True
B. False

Correct Answer: B
Section:

QUESTION 39
Is it possible to split Dynamic Lists into more than two Static Lists?

A. True
B. False

Correct Answer: A
Section:

QUESTION 40
Which are true about Marketing Cloud Account Engagement Recycle Bin

A. Items in the recycle bin don't count toward usage limits
B. If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign
C. Admins can permanently delete prospects in the recycle bin. Marketing Cloud Account Engagement no longer tracks prospects when they're permanently deleted
D. A deleted prospect is restored when the Salesforce record it's syncing with is undeleted
E. Tags are deleted permanently and don't appear in the recycle bin
F. Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin
G. Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin

Correct Answer: A, B, C, E, G
Section:

QUESTION 41
How many automation rules can you have

A. Always 100

B. Marketing Cloud Account Engagement Growth Edition: 50 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 150

C. Marketing Cloud Account Engagement Growth Edition: 50 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 200

D. Marketing Cloud Account Engagement Growth Edition: 100 Marketing Cloud Account Engagement Plus Edition: 150 Marketing Cloud Account Engagement Advanced Edition: 200

Correct Answer: B
Section:

QUESTION 42
Which editions of Marketing Cloud Account Engagement provides Buisness Units and Einstein functionalities

A. All

B. Marketing Cloud Account Engagement Plus Edition and Marketing Cloud Account Engagement Advanced Edition

C. Only Marketing Cloud Account Engagement Advanced Edition and it includes unlimited Buisness Units

D. Only Marketing Cloud Account Engagement Advanced Edition and it includes 2 Buisness Units, then each subsequent costs 2 000$/month

Correct Answer: D
Section:

QUESTION 43
Which are Actions Available with Salesforce Connector (Choose three)

A. Add to Salesforce campaign

B. Assign prospect to queue

C. Assign prospect via Salesforce active assignment rule

D. Create a Salesforce event

E. Delete a Salesforce task

Correct Answer: A, B, C
Section:

QUESTION 44
There is limitation of 50 forms and 50 landing pages in Marketing Cloud Account Engagement Growth Edition and also you can't create more than one Scoring Category in this edition
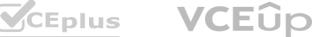
A. True

B. False S

Correct Answer: A
Section:

QUESTION 45
Select all available User Email Preferences

A. Send daily prospect activity emails (for my prospects)
B. Send daily prospect activity emails (for all prospects)
C. Send daily prospect assignment emails
D. Send daily visitor activity emails
E. Send an email when a prospect is assigned
F. Send starred prospect activity alerts
G. Send weekly search marketing email (sent on Mondays)
H. Send weekly search marketing email (sent on Fridays)
I. Send monthly inactive automations report email
J. Send weekly inactive automations report email
K. Send daily visitor assignment emails

Correct Answer: A, B, C, D, E, F, G, I
Section:

QUESTION 46
Which are true about Engagement Program

A. If a prospect is removed from a list that a program uses, that prospect stops moving through the program
B. If you remove a prospect from a program's recipient list, and then add the prospect back later, they start where they left off in the program
C. If a prospect opts out of a list used for a program, they still move through the program, but don't receive program emails
D. When no new prospects are added to or processed in a program for 30 days, it becomes inactive
E. When merged prospects are members of the same engagement program, it's possible for one to skip steps or move through the same step twice. The new master prospect restarts a program from the step that any of its merged prospects touched most recently
F. A single rule step can evaluate up to five conditions
G. When no new prospects are added to or processed in a program for 365 days, it becomes inactive

Correct Answer: A, B, C, D, E, F
Section:

QUESTION 47
You can enable Progressive Profiling with Marketing Cloud Account Engagement Forms in orderd to show ceratin fields only if the prospect already has data in selected field(s)

A. True
B. False

Correct Answer: B
Section:

QUESTION 48
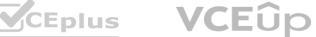What are available Data Formats in Marketing Cloud Account Engagement Form Fields

A. Text

B. Number

C. Email

D. Phone

E. Email with valid mail server

F. Email not from ISPs and free email providers

G. Date

H. Password

Correct Answer: A, B, C, E, F
Section:

QUESTION 49
While creating Layout Templates it is possible to Import Layout from certain URL

A. True

B. False

Correct Answer: A
Section:

QUESTION 50
Which is true about Marketing Cloud Account Engagement API limits

A. No limits at all

B. All editions have 10 000 API limit

C. Marketing Cloud Account Engagement Growth Edition: Marketing Cloud Account Engagement Plus Edition: 25 000 Marketing Cloud Account Engagement Advanced Edition: 100 000

D. Marketing Cloud Account Engagement Growth Edition: 25 000 Marketing Cloud Account Engagement Plus Edition: 50 000 Marketing Cloud Account Engagement Advanced Edition: 100 000

Correct Answer: C
Section:

QUESTION 51
Which is true about Marketing Cloud Account Engagement Flile Hosting limits

A. No limits at all

B. Marketing Cloud Account Engagement Growth Edition: 100MB Marketing Cloud Account Engagement Plus Edition: 500MB Marketing Cloud Account Engagement Advanced Edition: 10GB

C. Marketing Cloud Account Engagement Growth Edition: 1GB Marketing Cloud Account Engagement Plus Edition: 5GB Marketing Cloud Account Engagement Advanced Edition: 10GB

D. Marketing Cloud Account Engagement Growth Edition: 500MB Marketing Cloud Account Engagement Plus Edition: 2GB Marketing Cloud Account Engagement Advanced Edition: 5GB

Correct Answer: B
Section:

QUESTION 52
Which one is Marketing Cloud Account Engagement Event Connector

A. Eventbrite

B. Eventor

C. EventMe

D. TheEvents

Correct Answer: A
Section:

QUESTION 53
Which one is Marketing Cloud Account Engagement Video Connector

A. YouTube

B. Wistia

C. Vimeo

D. Dailymotion

Correct Answer: B
Section:

QUESTION 54
Can we connect Twilio SMS Center via Marketing Cloud Account Engagement Connector?

A. True

B. False

Correct Answer: A
Section:

QUESTION 55
Which is true about Visitor Filters?

A. Use filters to exclude some types of visits, clicks, or other actions from your campaign results and email notifications

B. You can the filter by IP

C. You can filter by a hostname

D. You can filter by a hostname wildcard

E. You can't filter your own company IP

Correct Answer: A, B, C, D
Section:

QUESTION 56
What can you do in Advanced Section of Look and Feel step in Marketing Cloud Account Engagement Form

A. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect

B. PI Enable explicit bot protecting using reCAPTCHA

C. Include 'Not you?' link to allow visitors to reset the form

D. Disable autoresponder emails on this form

Correct Answer: A, B, C
Section:

QUESTION 57
Which are true about Salesforce Engage

A. Before you can set up Salesforce Engage, you must have a verified Salesforce-Marketing Cloud Account Engagement connector

B. Salesforce Engage is not supported for Salesforce sandbox accounts

C. Salesforce Engage is an app mainly for Sales to stay up to date with Prospect actions

D. You can download Salesforce Engage App on your desktop or phone (Mac,Windows)

E. You can use Salesforce Engage with Gmail by downloading an extension

Correct Answer: A, B, C, D, E
Section:

QUESTION 58
Monthly cost of Salesforce Engage is

A. 50$

B. 100$

C. It's always free

D. 15$

Correct Answer: A
Section:

QUESTION 59
You want to assign prospects to a specific sales user when that prospect submits a form and is from region EME
A What tool do you need to use? [Choose one answer]

A. Segmentation Rule

B. Completion Action

C. Dynamic List

D. Automation Rule

Correct Answer: D
Section:

QUESTION 60
You have several white papers on your website, but you want to start gateing those and gather more and more details about prospects as they download the white papers. What is the best way to achieve this?

A. Create a form and enable progressive profiling

B. Create a form handler and enable progressive profiling

C. Create a form handler for each white paper

D. Create a form per white paper and enable progressive profiling

Correct Answer: D
Section:

QUESTION 61
Which actions can be achieved with completion actions? [Choose three answers]

A. Assign to queue

B. Notify account owner

C. Set profile

D. Increment prospect field value

Correct Answer: A, C, D
Section:

QUESTION 62
What is true about completion actions? [Choose two answers]

A. Completion actions are retroactive and will apply to activities done before and after you apply them

B. Completion actions only execute for prospects. They will not affect visitors.

C. Completion actions can be criteria based.

D. Completion actions will not execute for image files.

Correct Answer: B, D
Section:

QUESTION 63
What is true about custom redirects? [Choose two answers]

A. When a visitor clicks a custom redirect any completion actions associated with the custom redirect will trigger.

B. Custom redirects will continue to work if they are deleted in Marketing Cloud Account Engagement.

C. When a visitor converts to a prospect completion actions on a custom redirect will trigger

D. Custom redirects are great for linking to files or pages you do not host.

Correct Answer: B, D
Section:

QUESTION 64
What is true about Dynamic Content? [Choose three answers]

A. You can add up to 25 variations of content

B. You can base variations on Scoring Categories

C. You can add dynamic content to web pages

D. You can use dynamic content in subject lines

Correct Answer: A, C, D
Section:

QUESTION 65
Which one is not an email template you can create in Marketing Cloud Account Engagement? [Choose one answer]

A. 'Engage' template

B. 'One to one emails' template

C. 'List emails' template

D. 'Autoresponder emails' template

Correct Answer: A
Section:

QUESTION 66
What activities can be done in Marketing Cloud Account Engagement's engagement program? [Choose one answer]

A. Trigger, action and rule

B. Trigger, activity and rule

C. Trigger, activity and check

D. Trigger, listen and check

Correct Answer: A
Section:

QUESTION 67
What is possible with a trigger in engagement program? [Choose two answers]

A. Email link click

B. File open

C. Specific email link click

D. Form handler error

Correct Answer: B
Section:

QUESTION 68
What is true about page actions? [Choose three answers]

A. You can define a page to be a priority page to highlight the activity to Sales reps and other users.

B. It is possible to use URL wildcard by adding * to the end of the URL.

C. You cannot use auto responder emails with page actions.

D. You cannot set the prospect's source campaign with page actions.

Correct Answer: A, B, C
Section:

QUESTION 69
What is true about scoring? [Choose one answer]

A. Marketing Cloud Account Engagement comes with a scoring model that cannot be adjusted or changed.
B. Marketing Cloud Account Engagement will automatically assign prospects a score from F- to A+.
C. Salesforce opportunities can influence a prospect's score.
D. It is not possible to reset a prospect's score to 0.

Correct Answer: C
Section:

QUESTION 70
What is true about grading? [Choose two answers]

A. A prospect can be associated to multiple profiles.
B. You cannot change the default profile criteria
C. Matching or unmatching a criteria will result in an increase or decrease of the grade by , or 3/3 of a grade.
D. All prospects start with a grade of D.

Correct Answer: C, D
Section:

QUESTION 71
Which is not a standard role in Marketing Cloud Account Engagement? [Choose one answer]

A. Sales Manager
B. Marketing
C. Administrator
D. Sales User

Correct Answer: D
Section:

QUESTION 72
When mapping fields between Marketing Cloud Account Engagement and Salesforce how can you control the synchronization? [Choose one answer]

A. Use Salesforce's value
B. Use Marketing Cloud Account Engagement's value
C. Use the most recently updated record
D. All of the above

Correct Answer: D
Section:

QUESTION 73
What is true about the Salesforce connector [Choose two answers]

A. When connecting Marketing Cloud Account Engagement and Salesforce you only need to follow a connection wizard in Marketing Cloud Account Engagement.
B. You can connect Marketing Cloud Account Engagement to a Salesforce sandbox or production environment
C. Only lead, contacts and accounts are synchronized from Salesforce to Marketing Cloud Account Engagement
D. Email is the unique identifier unless 'allow multiple Prospects with same email address' is enabled.

Correct Answer: B, D
Section:

QUESTION 74
What is essential to setup when you are implementing Marketing Cloud Account Engagement for the first time? [Choose three answers]

A. Create and add a tracking code to the website
B. Setup DNS for each used domain and validate the connection
C. Setup tracker subdomain and validate it
D. Choose which sender IP to use

Correct Answer: A, B, C
Section:

QUESTION 75
What is true about Marketing Cloud Account Engagement tracking? [Choose two answers]

A. The code is generated from a Salesforce campaign
B. Visitor filters can be added to Marketing Cloud Account Engagement to restrict tracking (clicks, visits, email notifications etc) from certain IP addresses
C. Cookies will always expire after 10 years
D. Visitors and prospects that have 'do not track' settings enabled on their browser will not have their activities tracked while on your site.

Correct Answer: B, D
Section:

QUESTION 76
What is the purpose of creating a Tracker subdomain? [Choose one answer]

A. To allow emails to be sent from your domain
B. To host all Marketing Cloud Account Engagement landing pages and forms on your website
C. To give a seamless transition between pages and form that you host and your Marketing Cloud Account Engagement hosted assets.
D. All of the above

Correct Answer: C

Section:

QUESTION 77
What is true about A/B testing? [Choose two answers]

A. You can disable A/B testing before and after email sent.
B. You can only do A/B testing on list emails.
C. When you turn off A/B testing you will have to choose which version to keep.
D. It is recommended to test at least 5 different elements in your A/B tests.

Correct Answer: B, C
Section:

QUESTION 78
Which standard connectors can be activated in Marketing Cloud Account Engagement [Choose two answers]

A. Survey Monkey
B. Youtube
C. GoToWebinar
D. Olark

Correct Answer: C, D
Section:

QUESTION 79
Which objects are synched between Marketing Cloud Account Engagement and Salesforce? [Choose two answers]

A. Account
B. Opportunity
C. Case
D. Order

Correct Answer: A, B
Section:

QUESTION 80
What is important to remember when creating custom prospect fields in Marketing Cloud Account Engagement? [Choose one answer]

A. Marketing Cloud Account Engagement cannot sync with multi picklist in Salesforce
B. The matching field in Salesforce must have the exactly the same name on the lead and contact object in order for Marketing Cloud Account Engagement to synch to both objects.
C. Marketing Cloud Account Engagement cannot sync with formula fields in Salesforce
D. You can only create 50 custom fields in Marketing Cloud Account Engagement.

Correct Answer: B
Section:

QUESTION 81

A Marketing Cloud Account Engagement administrator wants to enable the Engage Sales Tools page in Salesforce. Which two resources are available via this page in Salesforce? Choose 2 answers to set Engage

A. Campaign send limits

B. A link to Salesforce Engage training resources

C. A link to assign licenses and permission sets

D. A link to download Engage Alerts for Mac

Correct Answer: B, D
Section:

QUESTION 82

What is required when sending a Marketing Cloud Account Engagement email from an assigned user?

A. There must also be a general or specific user as a sender.

B. The assigned user must be connected through user sync.

C. The email must also contain assigned user merge fields.

D. All prospects on the recipient list must be assigned to a user.

Correct Answer: A
Section:

QUESTION 83

LenoxSoft wants to see all the Accounts that were closed last month on the Account Based Marketing dashboard in B2B Marketing Analytics.
What dashboard feature should be used?

A. Select the dropdown filter 'Closed Date' and 'Last Month' to view all Accounts closed in the last month.

B. Filter the dashboard by the highest sales activity in the Sales Activities by Accounts chart.

C. Select the 'Accounts' filter that allows filtering by accounts created within the last month.

D. Select the win percentage in the Revenue Win Percentage donut chart so the Accounts will be faceted by won deals.

Correct Answer: A
Section:

QUESTION 84

LenoxSoft wants to give users from their sales and marketing teams the power to explore and visualize important data by using the Engagement History Embedded Dashboard.
Which two steps should be completed so their users can begin exploring Marketing Cloud Account Engagement engagement data on the Salesforce campaign and Account records?
Choose 2 answers

A. Create a custom Salesforce dashboard using both standard and custom Salesforce reports for each team.

B. Have each team member log in and reference the dashboard in the Analytics Studio app.

C. Assign the Analytics View Only Embedded App permission set to each user who wants to see the dashboard.

D. Place the Embedded Engagement History Dashboards on the desired object page layout using the Lightning App Builder.

Correct Answer: C, D

QUESTION 85
Which three Marketing Cloud Account Engagement asset types allow for embedded advanced dynamic content?
Choose 3 answers

A. Landing Pages
B. Social Posts
C. Layout Templates
D. List Emails
E. Content Files

Correct Answer: B
Section:

QUESTION 86
LenoxSoft is launching a new customer newsletter and wants to ensure prospects who receive their product launch announcements are able to express interest in opting in to receive the newsletter as well. Which feature should meet their needs?

A. Salesforce Engage and CRM Visible List
B. Static Public List and Automation Rule
C. Email Preference Center and Static Public List
D. Email Preference Center and Dynamic Public List

Correct Answer: C
Section:

QUESTION 87
While reviewing the Velocity section of the Pipeline Report in the B2B Marketing Analytics App, a Marketing Cloud Account Engagement administrator notices that it is taking prospects an average of 30 days to get from the Visitor stage to the Prospect stage. The admin wants to decrease this to 15 days.
What next steps should decrease the transition time?

A. Offer more conversion points for visitors such as Marketing Cloud Account Engagement forms and landing pages.
B. Refine scoring and grading models to only give the Sales team the most qualified leads.
C. Improve lead qualification efficiency by using automation rules to pass leads over to Sales.
D. Create lead nurturing programs to help the Sales team nurture leads until their deals close.

Correct Answer: B
Section:

QUESTION 88
LenoxSoft's corporate marketing team has Marketing Cloud Account Engagement users who are users in all of their five Marketing Cloud Account Engagement Business Units. User A primarily focuses on the North American business unit (BU), but is asked to review a new Engagement Studio program in the European BU before the European marketing team resumes the program.
How would user A accomplish this?

A. Instruct the user in the European BU to take a screenshot and email it to them to review.

B. Use the BU switcher in the North America BU to switch to Europe.

C. Create a custom user role in the European BU with access to the folder the program is in.

D. Log out of the North American BU and log into the European BU to review the program.

Correct Answer: B
Section:

QUESTION 89
A company's sales reps use the 'Status' field in Salesforce to indicate where the lead is in the sales funnel. A Marketing Cloud Account Engagement administrator wants to send each prospect a series of nurture emails when their sales rep updates their 'Status' field to 'Nurture.' The administrator wants to automate this entirely inside of Marketing Cloud Account Engagement.
How should this workflow be automated?

A. Create a custom field for 'Lead Status' > Map it to the 'Status' field in Salesforce > Create an automation rule to detect the 'Nurture' value > Automation rule sends an autoresponder email

B. Create a custom field for 'Lead Status' > Map it to the 'Status' field in Salesforce > Create a dynamic list to detect the 'Nurture' value > Add as recipient list on engagement program to send emails

C. Create a report in Salesforce based on lead status of 'Nurture' > Export and import into Marketing Cloud Account Engagement > Create a list from import > Add as recipient list on engagement program

D. Create a CRM Visible list in Marketing Cloud Account Engagement > Have sales also add these 'Nurture' leads to that list in Salesforce > Create an automation rule to send email based on list membership

Correct Answer: B
Section:

QUESTION 90
Upon provisioning Marketing Cloud Account Engagement, LenoxSoft's Salesforce administrator identifies that a new user, B2BMA Integration, is created. What would be the explanation for this new user?

A. B2BMA Integration is an automatically provisioned user that sends data to Einstein Analytics for B2B Marketing.

B. B2BMA Integration is an automatically provisioned user that enables user sync from Salesforce to Marketing Cloud Account Engagement.

C. B2BMA Integration is an automatically provisioned user that connects to Salesforce to sync data.

D. B2BMA Integration is an automatically provisioned user that creates Engagement History objects in Salesforce.

Correct Answer: C
Section:

QUESTION 91
LenoxSoft is using three Marketing Cloud Account Engagement Business Units: United States, South America and Canad a.The marketing team for each business unit wants to ensure only certain relevant opportunities sync to their business unit.
What should be configured in order to meet this requirement?

A. Marketing data sharing rules on contact roles

B. Marketing data sharing rules on accounts

C. Marketing data sharing rules on opportunities

D. Marketing data sharing rules on prospects

Correct Answer: C
Section:

QUESTION 92
A Marketing Cloud Account Engagement customer uses a lot of landing pages for their lead generation strategy. They are creating a layout template and importing in HTML from their website to customize the look

and feel of their landing pages. When placing a Marketing Cloud Account Engagement form on their Marketing Cloud Account Engagement landing page using this layout template, the form doesn't appear.
What could be the issue?

A. The landing page on a browser with the cookies cleared was not tested.
B. The same layout template on both the form and the landing page was not used.
C. The %%content%% variable tag in the layout template code was missing.
D. The form HTML embed code in the layout template code was not used.

Correct Answer: C
Section:

QUESTION 93
What access should sales and marketing users have to access embedded analytics dashboards?

A. The 'Analytics View Only Embedded App' permission set license
B. Marketing Cloud Account Engagement Administrator user role and the Marketing Cloud Account Engagement Permission set assigned
C. Marketing Cloud Account Engagement Permission Set and 'View Reports' Marketing Cloud Account Engagement user permission
D. Marketing Cloud Account Engagement user connected to a Salesforce user through User Sync

Correct Answer: A
Section:

QUESTION 94
LenoxSoft sends an operational email to all prospects, but finds there are some prospects that did not receive the email.
Why would this happen?

A. The prospects were set to 'true' for opted out and set to 'false' for do not email.
B. The prospects were on a suppression list used on the operational list email send.
C. The prospects are opted out of the list used on the operational list email send.
D. The prospects were set to 'false' for opted out and set to 'true' for do not email.

Correct Answer: D
Section:

QUESTION 95
LenoxSoft has published a new white paper. When prospects submit a 'Request a Download' form, they should receive this white paper in an email. All prospects who receive the email and view the white paper should receive an additional +10 points added to their score.
Which sequence of events would meet their goal?

A. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion actions 'Send autoresponder email' AND 'Adjust score :: +10'
B. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template with the Completion Action 'On click :: Adjust score :: +10' that contains the Custom Redirect link > Create a new Form with the Completion Actions 'Send autoresponder email'
C. Upload the white paper as a new File > Create a Custom Redirect to the white paper file with the Completion Action 'Adjust score :: +10' > Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion Actions 'Send autoresponder email'

D. Upload the white paper as a new File > Create a new Form > On Step 4 of the Form Wizard, check the box to 'Redirect the prospect instead of showing the form's Thank You Content' and specify the white paper file link > Add Completion Actions 'Send autoresponder email' AND 'Adjust score :: +10' to the Form

Correct Answer: C
Section:

QUESTION 96
LenoxSoft wants to use Salesforce to report on warm leads that are not yet marketing qualified. Once the leads become marketing qualified, the team wants to ensure the leads are routed correctly with the assigned user being correctly reflected in Marketing Cloud Account Engagement.
How could these requirements be met?

A. Develop a Salesforce report that is only shared with Marketing users then use completion actions to assign leads.

B. Assign to queue that Marketing users own then use active assignment rules to reassign the leads.

C. Define market data sharing rules so Marketing can see prospects then use automation rules to assign the leads.

D. Create a list of prospects that only Marketing users can see then use user queues to reassign the leads.

Correct Answer: B
Section:

QUESTION 97
LenoxSoft offers a range of products and each product has a unique website with a custom domain. They want to build landing pages in Marketing Cloud Account Engagement for upcoming webinars that appear to have a webpage URL that appropriately coordinates with the featured product.
What should be done to ensure each landing page URL looks like it is a part of the unique product website?

A. Create a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.

B. Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page.

C. Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.

D. Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.

Correct Answer: C
Section:

QUESTION 98
LenoxSoft sends a list email to the '2019 Tradeshow' list, and does not use a suppression list. The next day, an account manager wants to know why his prospect did not receive the email even though they were a member of the list.
What could have prevented this prospect from receiving the list email?

A. The prospect already received the email already received another Marketing Cloud Account Engagement email within the past business day, based on the account's business hours.

B. The Dedicated IP address was not warmed up appropriately before the email was scheduled.

C. The prospect was no longer a member of the '2019 Tradeshow' list used for the email send.

D. A second prospect with the same email address received the email under 'allow multiple prospects with the same email address.'

Correct Answer: D
Section:

QUESTION 99

LenoxSoft wants to quickly identify sales-ready leads from a list of prospects that came by their booth at a recent event. How should their engagement program be structured?

A. Send the least targeted content first, followed by more targeted content
B. Send five emails exactly seven days apart, without any following steps
C. Send emails using dynamic content based on prospect account fields
D. Send highly targeted content first, followed by less targeted content

Correct Answer: C
Section:

QUESTION 100
The sales team wants marketing to automatically nurture current customers who are up for renewal in 60 days in an ongoing basis. Which two actions would be needed to nurture the prospects?
Choose 2 answers

A. Make a suppression list for the program.
B. Make a repeating engagement program.
C. Make a recipient list for the program.
D. Make a segmentation rule for the program.

Correct Answer: B, C
Section:

QUESTION 101
LenoxSoft has found that the conversion rates on their paid search ads that direct to the home page on the LenoxSoft website are surprisingly low.
What should be recommended to increase the conversion rates on the paid search ads?

A. Develop custom redirects in Marketing Cloud Account Engagement to use on the paid search ads.
B. Create new content for the paid search ads that direct to the home page.
C. Place additional navigation on the LenoxSoft home page.
D. Direct traffic from the ad to a Marketing Cloud Account Engagement landing page instead of the home page.

Correct Answer: B
Section:

QUESTION 102
LenoxSoft asks their Marketing Cloud Account Engagement administrator to assist in routing all qualified leads so leads can be reviewed first, then assigned to individual sales reps. Their marketing team uses a combination of criteria to qualify leads before they become qualified.
What should be configured to assign qualified leads as requested?

A. Create an automation rule to assign to a lead queue when the qualification criteria is met.
B. Create a completion action to assign to a group when the prospect reaches a score of 100.
C. Create an automation rule to assign to a group when the qualification criteria is met.
D. Create a completion action to assign to a lead queue when a high-value form is submitted.

Correct Answer: C

QUESTION 103
LenoxSoft does not use the Leads object in their Salesforce instance. This requires Marketing Cloud Account Engagement to create Contacts only if a new prospect record is created in Marketing Cloud Account Engagement and then assigned to a sales user. The sales manager also requires assignments to be distributed evenly across the sales teams.
How should LenoxSoft get started?

A. Build a Dynamic List looking for new prospects and create an Automation rule to assign members of that list via Salesforce Assignment rules as contacts.
B. Build an Automation rule looking for new prospects and add new records to Salesforce as contacts and assign via Salesforce Assignment rules.
C. Enable the reverse sync feature through Marketing Cloud Account Engagement Support and create an Automation rule to assign prospects to a user in a group.
D. Enable the appropriate 'optional Salesforce connector setting' and create an Automation rule to assign to a sales user.

Correct Answer: C
Section:

QUESTION 104
How could LenoxSoft benefit from Engage Reports?

A. Sales Managers can analyze lead information like prospect activity, scores, and grades.
B. Users can analyze form submission performance for the prospects they have emailed.
C. Users can analyze the performance of their templated and non-templated emails.
D. Sales Managers can receive desktop notifications for their teams' email activities.

Correct Answer: C
Section:

QUESTION 105
LenoxSoft finds that prospects are unsubscribing from emails, but they wants to make sure the prospects are intending to unsubscribe from all emails and it isn't a mistake.
What should be implemented?

A. Opting out a prospect is irreversible. A solution to confirm the opt out or opt prospects back in cannot be implemented.
B. Opt prospects back in only if they have interacted with other marketing content and have a Marketing Cloud Account Engagement score greater than 10 using an automation rule.
C. Create a completion action to assign a task to the Assigned User to make a phone call to ensure the prospect intended to unsubscribe.
D. Set up a Marketing Cloud Account Engagement template for the automated resubscribe feature to have an email sent to allow opted out prospects to opt back in.

Correct Answer: D
Section:

QUESTION 106
What behavior is expected when the 'Overwrite Prospect Opted Out field' Salesforce connector setting is enabled?
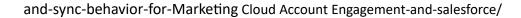
A. Only users with an Administrator user role will be able to change the prospect field value.
B. The record that was last updated sets the field value for a synced prospect.
C. Only 200 records per day can be updated to overwrite the 'Opted Out' field value.
D. Opting out a prospect in Salesforce or Marketing Cloud Account Engagement deselects the 'Do Not Email' field upon sync. https://invadosolutions.com/marketing-automation-news/prospect-opted-out-field-

and-sync-behavior-for-Marketing Cloud Account Engagement-and-salesforce/

Correct Answer: B
Section:

QUESTION 107
A consultant wants to design an automated grading system to increase efficiency and lead relevancy for LenoxSoft. Relevant leads have a 'Director' job title and are in the 'Technology' industry.
How should they design this automation strategy?

A. Create a 'Director' scoring category, an automation rule to set the profile, and a second automation rule to increase their grade if industry is Technology'.
B. Create a Director' profile, an automation rule to set the profile, and click the thumbs up or thumbs down icons on a prospect's Profile tab to set criteria matches.
C. Create a Director' profile, an automation rule to set the profile, and a second automation rule to increase their grade if industry is 'Technology'.
D. Create a 'Director' profile, an automation rule to set the profile, and a second automation rule to increase their score if industry is Technology'.

Correct Answer: C
Section:

QUESTION 108
LenoxSoft wants to notify the US East region and the US West region of the companies visiting the LenoxSoft website each day, whether or not a person has ever been identified by an email address.
How should this be set up?

A. Configure Users > Send daily visitor activity emails by state
B. Configure Users > Send daily prospect activity emails by owner
C. Configure Users > Send Salesforce Engage report emails by team
D. Configure Users > Send starred prospect activity alerts by owner

Correct Answer: A
Section:

QUESTION 109
LenoxSoft has two primary groups of contacts in their Salesforce account, managed separately using Marketing Cloud Account Engagement Business Units (PBUs). They have one marketing team that needs to manage campaigns for both business units (BUs).
How should this be configured?

A. Create Marketing Cloud Account Engagement user records in one business unit, then use the business unit switcher to access each account.
B. Create multiple Salesforce users with the same email address connected to one Marketing Cloud Account Engagement user, then use the business unit switcher.
C. Create one Salesforce user connected to one Marketing Cloud Account Engagement user, then use Marketing Cloud Account Engagement user groups to use the business unit switcher.
D. Create Marketing Cloud Account Engagement user records in each business unit connected to the same Salesforce users, then use the business unit switcher.

Correct Answer: D
Section:

QUESTION 110
A Marketing Cloud Account Engagement administrator finds that all of the email addresses for their Marketing Cloud Account Engagement users have changed. What would be the root cause of this change?

A. Import and update users

B. Table action updated users

C. Marketing Cloud Account Engagement Admin changed each email address

D. User sync mapped email address

Correct Answer: D
Section:

QUESTION 111
LenoxSoft has a Marketing Cloud Account Engagement form on their website that adds prospects to their monthly newsletter list upon completion. Recently, they have noticed some of the prospects on this list have invalid email addresses.
What method should be used to only add valid email addresses to their list moving forward?

A. Send an autoresponder to prospects who complete the form with a link to click to confirm opt-in status.

B. Allow the assigned sales rep to call prospects upon form submission to confirm their email address.

C. Edit the completion action on the form to only add to the list if the email address is valid.

D. Use the list to send a permission pass email and remove all hard bounces.

Correct Answer: A
Section:

QUESTION 112
LenoxSoft wants to implement a form to be used in multiple places on their website, including their 'Contact Us' page, for prospects to contact their team. To align with their lead generation strategy, they want to ask for additional information upon subsequent form submissions.
How should this be implemented with Marketing Cloud Account Engagement?

A. Create a Marketing Cloud Account Engagement-hosted form and host it on a separate 'Contact Us' landing page.

B. Create a Marketing Cloud Account Engagement-hosted form and place it on the website using an iframe.

C. Create a form handler and enable data kiosk entry mode.

D. Create a form handler to link to an existing form on the website. https://help.salesforce.com/articleView?id=Marketing Cloud Account Engagement_forms_kiosk_mode.htm&type=0

Correct Answer: C
Section:

QUESTION 113
LenoxSoft has a requirement to provide visitors to their website a consistent transition between their own hosted, branded web assets and LenoxSoft Marketing Cloud Account Engagement forms and assets.
What should be implemented to meet this requirement?

A. IP allowlist

B. Tracker domain

C. Custom redirects

D. Page actions https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_admin_tracker_domain_parent.htm&type=5

Correct Answer: B
Section:

QUESTION 114

LenoxSoft has a large database of leads and contacts in Salesforce. These leads and contacts contain information stored in custom fields. They have not imported these leads or contacts into Marketing Cloud Account Engagement or set up any custom fields in Marketing Cloud Account Engagement.
What should their first step in Marketing Cloud Account Engagement?

A. Import .CSV file containing custom field data into Marketing Cloud Account Engagement.

B. Manually create and map custom fields in Marketing Cloud Account Engagement.

C. Import leads and contacts from Salesforce into Marketing Cloud Account Engagement.

D. Enable custom field creation via the Salesforce Connector. https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_fields_create_custom_field.htm&type=5

Correct Answer: B
Section:

QUESTION 115
A marketing user wants an automated way to notify the assigned user whenever a prospect submits a specific form. However, this form has been active for six months so they want to make sure notifications will only go out for prospects that submit the form moving forward.
What should be created to notify the assigned user?

A. Segmentation rule based on the form submission

B. Automation rule based on the form submission

C. Dynamic list based on the form submission

D. Completion action on the form submission https://www.Marketing Cloud Account Engagement.com/blog/completion-actions/

Correct Answer: D
Section:

QUESTION 116
LenoxSoft's marketing manager needs to determine the number of submissions that have come through a form on a Marketing Cloud Account Engagement landing page. Which two places could this information be found?
Choose 2 answers

A. The sum of total conversions from the form and landing page reports.

B. The Engagement Dashboard in B2B Marketing Analytics.

C. The total submissions reflected on the landing page report in Marketing Cloud Account Engagement.

D. The total submissions reflected on the form report in Marketing Cloud Account Engagement.

Correct Answer: B, C
Section:

QUESTION 117
LenoxSoft's IT manager refuses to implement email authentication. The marketing entries so the company can successfully send emails from their Marketing Cloud Account Engagement account.
Which two benefits of email authentication should be discussed with the IT manag
Choose 2 answers

A. Authentication provides legal protection against email abuse complaints.

B. Authentication increases deliverability rates of emails sent through Marketing Cloud Account Engagement.

C. Authentication proves Marketing Cloud Account Engagement is a legitimate sender of LenoxSoft's emails.

D. Authentication ensures the company's sending IP will not appear on blocklists.

Correct Answer: A, B
Section:

QUESTION 118
LenoxSoft just published a buyer's guide, which includes ROI calculators, pricing information, and implementation details.
Which audience would gain the maximum benefit from receiving a guide?

A. Prospects at the bottom of the funnel --- actively deciding between vendors.

B. Prospects at the top of the funnel --- newly sourced from a tradeshow.

C. Prospects at the middle of the funnel --- interacting with blog content only.

D. Prospects who have transitioned out of the funnel --- with a recently closed deal.

Correct Answer: B
Section:

QUESTION 119
LenoxSoft is in the planning stages of rolling out an account-based marketing strategy. What initial action should they take?

A. Develop dynamic content based on lead fields.

B. Convert all existing leads into contacts to tie to accounts.

C. Identify attributes of the key accounts they want to target.

D. Create all contacts as campaign members in one campaign.

Correct Answer: C
Section:

QUESTION 120
LenoxSoft has two Marketing Cloud Account Engagement accounts: Account A and Account B. Both accounts are syncing with the same Salesforce org. Their marketing teams have consolidated and have decided to merge Account B into Account A.
What action should they take to successfully complete the migration?

A. Include prospect activity history from Account B in their prospect import if they want to retain it.

B. Get a brand new Marketing Cloud Account Engagement org and migrate both Account A and Account B into it.

C. Export existing custom field mappings to import desired fields into Account A.

D. Manually rebuild any automations built in Account B in Account A. https://help.salesforce.com/articleView?id=000318300&type=1&mode=1

Correct Answer: D
Section:

QUESTION 121
LenoxSoft added Engagement History metric fields to campaign page layouts in their Salesforce org. All of the values for the Engagement History metric fields are '0'.
What could be the explanation for this experience?

A

A. The campaign is not a connected campaign so the data is not syncing.

B. The Marketing Cloud Account Engagement users do not have the Marketing Cloud Account Engagement permission set and cannot see the data.

C. The engagement with those assets happened before the fields were added to the page layouts.

D. The data hasn't been refreshed in 24 hours so the values haven't been updated. https://resources.docs.salesforce.com/latest/latest/en-us/sfdc/pdf/engagement_history_implementation_guide.pdf

Correct Answer: A
Section:

QUESTION 122
LenoxSoft's database can be split into two categories: active and inactive. They want to begin to retarget the inactive database with an email marketing campaign that:
Automatically add prospects to the list that were emailed twice in the last six weeks and inactive in the last 45 days.
Once their activity increases, they should be removed from the list. What should be their strategy?

A. Create a Dynamic List with the criteria of 'prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been active in the last 45 days'.

B. Create a Segmentation rule with the criteria of 'prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been active in the last 45 days'.

C. Create a Dynamic List with the criteria of 'prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been inactive in the last 45 days'.

D. Create an Automation rule with the criteria of 'prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been inactive in the last 45 days'.

Correct Answer: C
Section:

QUESTION 123
LenoxSoft wants a custom user role in Marketing Cloud Account Engagement that will allow a user to perform imports, but not to configure fields. In order to create this custom user role, they will copy an existing default user role that already has these permissions.
Which default user role should be copied in order to maintain these permissions?

A. Sales

B. Marketing

C. Administrator

D. Sales Manager

Correct Answer: B
Section:
Explanation:
https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_default_user_roles.htm&type=5

QUESTION 124
LenoxSoft is moving their forms from an external vendor into Marketing Cloud Account Engagement. The forms contain both default and custom fields. They want the forms to be hosted by Marketing Cloud Account Engagement for tracking purposes, but want to retain the same look and feel.
Which two actions should be taken to achieve this?
Choose 2 answers

A. Import the list of custom fields used on their forms to create the fields in Marketing Cloud Account Engagement.

B. Create the existing form links as custom redirects in Marketing Cloud Account Engagement for tracking.

C. Migrate the HTML and CSS of the current form into a new Marketing Cloud Account Engagement layout template.

D. Create the custom fields needed for the forms individually in Marketing Cloud Account Engagement. https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_automation_page_actions.htm&type=5

Correct Answer: C, D
Section:

QUESTION 125
LenoxSoft is a global company interested in creating Marketing Cloud Account Engagement Business Units (PBUs) to support their regional needs. How should they to access PBU features?

A. Move all users to Salesforce Lightning

B. Purchase separate Marketing Cloud Account Engagement accounts

C. Enable 'Business Unit'connector setting

D. Use the Marketing Cloud Account Engagement Lightning App

Correct Answer: D
Section:
Explanation:
https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_sf_connector_pbus_parent.htm&type=5

QUESTION 126
Which two features would indicate LenoxSoft's Marketing Cloud Account Engagement instance has been authenticated and is ready to send emails?
Choose 2 answers

A. A green check mark next to the domain key policy

B. A green check mark next to the FBS registration ID

C. A green check mark next to the Salesforce Connected user

D. A green check mark next to the domain SPF record

Correct Answer: A, D
Section:
Explanation:
https://help.salesforce.com/articleView?id=Marketing Cloud Account Engagement_email_authentication.htm&type=0