Free Questions for Marketing-Cloud-Account-Engagement-Consultant by certscare

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Question 1

LenoxSoft has two business units (BUs): one that operates in France and another that operates in the United States. Salesforce users speak the language that aligns to their BU, and have Salesforce user profiles specific to their respective BU (ex. "France Marketer").

What steps should the Marketing Cloud Account Engagement administrator take to align the Marketing Cloud Account Engagement user interface with the Salesforce user interface?

Options:

A- Create Marketing Cloud Account Engagement users by importing them into Marketing Cloud Account Engagement with their language preferences included in the CSV import file.

B- Create Marketing Cloud Account Engagement users manually and allow each user's language to be inherited from the BU's language preference in Account Settings.

C- Create Marketing Cloud Account Engagement users manually and set each user's language preference based on the BU and language they speak.

D- Create Marketing Cloud Account Engagement users through Salesforce User Sync in each BU and allow the user's language to be inherited from Salesforce.

Answer:

D

Question 2

LenoxSoft currently operates with two Marketing Cloud Account Engagement Business Units (PBUs), one for their United States division and another for their European division. In the new year, each business unit (BU) is planning on building the same set of marketing assets and will use them to run the similar campaigns.

Once connected campaigns have been enabled, what approach should be recommended?

Options:

A- Create a campaign that is related to both BUs > Create a new dataset in B2B Marketing Analytics that only includes the created campaign >
Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs

B- Add the Engagement History component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two
child campaigns, each related to a single BU > Enable 'Include child campaigns' on the parent campaign

C- Add the Einstein Campaign Insights component to campaign page layouts > Create a parent campaign that is not related to any BUs and

create two child campaigns, each related to a single BU > Enable 'Include child campaigns' on the parent campaign

D- Create a separate campaign for each BU > Create a new dataset in Salesforce reports that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs

Answer:

B

Question 3

Question Type: **MultipleChoice**

LenoxSoft wants to optimize asset usage while discovering new audiences. What tool should they use?

Options:

A- Einstein Lead Score

B- Einstein Campaign Insights

C- Marketing Cloud Account Engagement Business Units

D- Einstein Behavior Scoring

https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_einstein_campaign_insights.htm&type=5

Answer:

B

Question 4

Question Type: MultipleChoice

A Marketing Cloud Account Engagement administrator wants to develop a better lead qualification strategy. The sales team only wants to reach out to C-level executives in the software industry and needs a way to determine how to prioritize those leads.

How should this goal be achieved in Marketing Cloud Account Engagement?

Options:

A- Create a dynamic list based on job title and industry and send to the sales team to filter and prioritize.

B- Run an automation rule to grade based on job title and industry and have users filter Salesforce lead views by grade.

C- Use an automation rule to notify the assigned user when leads with certain job titles and industries submit forms.

D- It Adjust the default scoring rules based on job title and industry and have users filter Salesforce lead views by score.

Question 5

Question Type: **MultipleChoice**

LenoxSoft uses a Salesforce web-to-lead form on their website for their Contact Us form. They want to integrate this form with Marketing Cloud Account Engagement and the following requirements:

* Avoid duplicates in both Marketing Cloud Account Engagement and Salesforce.

* Segment prospects based on form views and submissions.

Which lead generation strategy would answer both pre-requisites?

Options:

A- Maintain the current form

B- Use another third-party form

C- Set up a form handler

D- Replace with a Marketing Cloud Account Engagement form

Answer:

D

Question 6

Question Type: **MultipleChoice**

The LenoxSoft sales and marketing teams are looking for more insights into which leads are most likely to buy based off of their engagements.

What feature should be recommended?

Options:

A- Marketing Cloud Account Engagement Grade field

B- Einstein Behavior Score

C- Einstein Lead Score

D- Marketing Cloud Account Engagement Score field

https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_einstein_behavior_scoring.htm&type=5

Question 7

Question Type: **MultipleChoice**

When warming a dedicated IP, what would support good delivery rates with initial email sends and build the IP's sending reputation?

Options:

A- Segment internal employees with high scores for initial email sends.

B- Segment prospects with free email service providers for initial email sends.

C- Segment the best and most active contacts for initial email sends.

D- Segment cold prospects with a low score to reengage for initial email sends.

Answer:

A