



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

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Question 1

Question Type: MultipleChoice

"What record page layouts can the Send Engage Email button be added to?"

Options:

A- Opportunity

B- Case

C- Contract

D- User

Answer:

A

Question 2

Question Type: MultipleChoice

"A user imported a CSV file of 100 prospects into Marketing Cloud Account Engagement to perform a mass update on the Country field. When the import completed, they noticed only 90 prospects were updated.

Which two reasons could explain why the remaining 10 prospects were not updated?

Choose 2 answers

Options:

- A-** The Country field has validation enabled and the updated field values did not match existing values.
- B-** The user who performed the import is not the assigned user listed on the remaining prospects.
- C-** The remaining prospects are in the Recycle Bin and the user did not select to undelete them.
- D-** The remaining prospects' email addresses contained domains from free ISPs such as Yahoo and Google.

Answer:

B, C

Question 3

Question Type: MultipleChoice

"A user is looking at the Engagement History Custom Lightning Component on a lead or contact record and wants to understand recent activities.

Which two types of activities would display in the lightning component?

Choose 2 answers

Options:

- A- Prospect was deleted by a user
- B- Prospect unsubscribed from an email
- C- Prospect replied to an email
- D- Prospect viewed a landing page

Answer:

B, D

Question 4

Question Type: MultipleChoice

"How could the prospect field 'Marketing Cloud Account Engagement Hard Bounce' be updated so a prospect becomes mailable?"

Options:

- A- Update the "Opt Out" field on the prospect record
- B- Remove the value in the 'Marketing Cloud Account Engagement Hard Bounce' field
- C- Change the email address to a valid email address
- D- Clear the "Do Not Email" field on the prospect record

Answer:

D

Question 5

Question Type: MultipleChoice

"If an organization has several Marketing Cloud Account Engagement users who require direct login access to pi.Marketing Cloud Account Engagement.com, what should be done before enabling user sync?"

Options:

- A-** Create a custom user role for Marketing Cloud Account Engagement Only users in Marketing Cloud Account Engagement.
- B-** Make sure the CRM username field on user records are empty.
- C-** Set the users as Marketing user roles in Marketing Cloud Account Engagement before enabling user sync.
- D-** Delete and recreate the specific users after enabling user sync.

Answer:

B

Question 6

Question Type: MultipleChoice

"LenoxSoft's marketing team wants to track which of their white papers converts the most net new leads so they can write more like it.

What actions should be taken to ensure they can report on the statistics in Salesforce?

Options:

- A-** Enable connected campaigns and campaign member sync > add files to Marketing Cloud Account Engagement with completion

action: assign to user

B- Add custom redirects for each white paper > add completion actions: add to Salesforce campaign and assign to user

C- Upload files to Marketing Cloud Account Engagement > create an engagement program with actions: add to Salesforce campaign and assign to user

D- Create a form to gate each white paper > add completion actions: add to Salesforce campaign and assign to user

Answer:

D

Question 7

Question Type: MultipleChoice

"LenoxSoft wants to ensure that if a lead or contact no longer meets market data sharing rules for a business unit (BU) the prospect is no longer active in the BU they previously matched.

What behavior should be expected in Marketing Cloud Account Engagement when a lead or contact no longer matches a market data sharing rule?

Options:

- A- The prospect is marked as do not email
- B- The prospect is marked as opted out
- C- The prospect is unassigned from its user
- D- The prospect is sent to the recycle bin

Answer:

D

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