



Free Salesforce Certified Marketing Cloud Account Engagement Consultant (MCAE-Con-201) Practice Questions

Shared by Crawford on 13-08-2026

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Question 1

Question Type: MultipleChoice

What is true about scoring? [Choose one answer]

Options:

- 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.

Answer:

C

Question 2

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

B

Question 3

Question Type: MultipleChoice

When integrating Marketing Cloud Account Engagement Ultimate edition with Salesforce custom objects, what are two key attributes to ensure seamless custom object integration?
Choose 2

Options:

- A- Lead, Contact or Account record added as a Related Object to the Salesforce custom object
- B- Salesforce Connector User has 'Read' permission to the custom object
- C- Campaign or Opportunity record added as a Related Object to the Salesforce custom object
- D- Customized 'Display in Table' values when configuring fields

Answer:

A, B

Question 4

Question Type: MultipleChoice

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

Options:

- 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.

Answer:

A

Question 5

Question Type: MultipleChoice

A company uses multiple Marketing Cloud Account Engagement business units and wants to set up B2B Marketing Analytics.

What is considered true about using B2BMA with business units?

Options:

- A- The app will create unique datasets for each business unit.
- B- There is an option to create a unique app for each business unit or one joined app for all business units.
- C- Each business unit can only have one associated B2B Marketing Analytics app.
- D- Each dashboard will have an option to filter by business unit.

Answer:

C

Question 6

Question Type: MultipleChoice

LenoxSoft has very specific lead qualification that has to be met before assigning prospects to an inside sales rep: *The prospects must be located in Texas or California *The prospects must submit their Request a demo form. When those two criteria are met they want to automatically assign the prospects to a inside sales rep. State is a required field on the Request a demo form. How would you have LenoxSoft automate the assignment?

Options:

- A- Export the submission report & Import
- B- Run completion Action on form Request a demo with action assign to user
- C- Run completion Action on form Request a demo with action notify Admin
- D- Run an automation rule to assign based on the Request demo Submission & prospect status field

Answer:

D

Question 7

Question Type: MultipleChoice

When you go to View HTML code section at selected Form record you can only see the iframe tag

Options:

A- True

B- False

Answer:

A

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