



**Free Questions for Marketing-Cloud-Account-Engagement-  
Consultant by certsinside**

**Shared by Horne on 29-01-2024**

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# Question 1

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## Question Type: MultipleChoice

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LenoxSoft wants to ensure that prospects who meet the following criteria are assigned to one of the five users. In a round robin fashion:

- \* Completed the "Product Interest" form
- \* A score higher than 100
- \* A grade higher than a C
- \* Is a member of the "Target Account" list

What should LenoxSoft use to accomplish this business requirement?

### Options:

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- A-** Automation rule and user queue
- B-** Automation rule and user group
- C-** Form completion action and user queue
- D-** Form completion action and user group

**Answer:**

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B

## Question 2

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**Question Type:** MultipleChoice

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LenoxSoft hosts content in Marketing Cloud Account Engagement and makes it available to prospects via a form submission on their website. They have noticed a high number of form submissions, but some email addresses provided appear to be invalid or fake.

Which two strategies for gating content should ensure real prospects are the ones accessing the content?

Choose 2 answers

**Options:**

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- A-** Prospects with invalid emails are sent an autoresponder requesting email verification.
- B-** Prospects with invalid emails are marked as 'Do Not Email' to avoid future communication.
- C-** Using the data format drop-down, set the email validation option at the form level.
- D-** Send the content via an autoresponder email with a link to download the content.

**Answer:**

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A, C

## Question 3

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**Question Type: MultipleChoice**

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What is critical in achieving good email deliverability?

**Options:**

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- A- Having a text only version of email content
- B- Sending email through dedicated IP
- C- Setting up email authentication
- D- Using personalization in email content

**Answer:**

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C

## Question 4

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**Question Type:** MultipleChoice

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LenoxSoft is considering moving from a shared IP address to a dedicated IP address.

What requirement would support advising them to move to a dedicated IP?

### Options:

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- A- LenoxSoft sending a quarterly emails to 100,000 prospects
- B- LenoxSoft's database growing by 500,000 prospects
- C- LenoxSoft creating 20 new Engagement Programs
- D- LenoxSoft sending more than 100,000 emails a month

### Answer:

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D

## Question 5

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**Question Type:** MultipleChoice

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LenoxSoft operates in both North America and Europe and has separate Marketing Cloud Account Engagement Business Units (PBUs) for each country within each region. The Chief Marketing Officer who oversees both regions wants to ensure that the assets are as personalized as possible to their respective country.

What could LenoxSoft marketers create for each region to meet this requirement?

**Options:**

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- A-** Assets that adhere to GDPR best practices in the European BUs and CAN-SPAM best practices in the North American BUs.
- B-** Multiple tracker domains within each BU that are country specific. Apply country relative tracker domains to assets delivered in each country.
- C-** A tracker domain that is not specific to any given region or country and apply it to the assets used in both the European and North American BUs.
- D-** A tracker domain specific to the European region and an additional tracker domain specific to the North American region.

**Answer:**

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B

## Question 6

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**Question Type: MultipleChoice**

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Several of the sales team members at LenoxSoft have shared that their customers are getting autoresponder emails, but they are not receiving other marketing sent emails. After investigating, they found that the leads and contacts in question are opted out.

How should LenoxSoft enable these prospects to get marketing content again?

**Options:**

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- A-** Run a permission pass effort to all of the leads and contacts who have opted out.
- B-** Enable the prospect resubscribe feature in Marketing Cloud Account Engagement to allow prospects to opt back in.
- C-** Create an automation rule to clear the opt out field on the leads and contacts.

**Answer:**

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B

## Question 7

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**Question Type: MultipleChoice**

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When connecting Marketing Cloud Account Engagement for the first time to Salesforce, what is required before records will begin syncing?

**Options:**

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- A- Salesforce B2B Integration user must be created.
- B- User sync must be enabled in Marketing Cloud Account Engagement.
- C- The Salesforce connector must be unpaused.
- D- Salesforce fields must be synced to Marketing Cloud Account Engagement fields.

**Answer:**

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C

## Question 8

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**Question Type: MultipleChoice**

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LenoxSoft recently enabled Marketing Cloud Account Engagement Campaign Influence Attribution Models in Salesforce. They want to understand which campaigns their prospects are interacting with right before an opportunity closes.



Which Campaign Influence Attribution model should they reference to understand this?

**Options:**

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- A- First Touch Model
- B- Even Attribution Model
- C- Last Touch Model
- D- Salesforce Model

**Answer:**

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C

## Question 9

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**Question Type: MultipleChoice**

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Why should a company assign prospects in Marketing Cloud Account Engagement via Salesforce active assignment rules instead of using other Marketing Cloud Account Engagement assignment actions?

**Options:**

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- A- The ability to allow Salesforce to overwrite an assigned user in Marketing Cloud Account Engagement
- B- The ability to use existing complex Salesforce lead routing processes
- C- The ability to assign prospects via automation instead of manually
- D- The ability to assign prospects based on specific criteria being met

**Answer:**

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D

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