



# Free Questions for Marketing-Cloud-Account-Engagement-Consultant

Shared by Montoya on 04-10-2023

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## Question 1

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Question Type: MultipleChoice

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

Options:

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- 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](https://help.salesforce.com/articleView?id=sf.Marketing%20Cloud%20Account%20Engagement_einstein_campaign_insights.htm&type=5)

Answer:

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B

## Question 2

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Question Type: MultipleChoice

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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?

Options:

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- A- Sales
- B- Marketing
- C- Administrator
- D- Sales Manager

[https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement\\_default\\_user\\_roles.htm&type=5](https://help.salesforce.com/articleView?id=sf.Marketing%20Cloud%20Account%20Engagement_default_user_roles.htm&type=5)

Answer:

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B

## Question 3

Question Type: MultipleChoice

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 4

Question Type: MultipleChoice

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").

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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 5

Question Type: MultipleChoice

One of LenoxSoft's goals is to effectively use engagement studio programs to continuously reengage cold leads until they become active. To do so, the marketing team needs to build a list of cold prospects.

What is the optimal use case to segment these prospects?

Options:

- A- Run an Automation rule where the criteria is 'Prospect Time Last activity Days ago is greater than 90 day.'
- B- Run a Segmentation rule where the criteria is 'Prospect Time Last activity Days ago is greater than 90 days'.
- C- Run a Dynamic List where the criteria is 'Prospect Time Created Days ago is greater than 90'.
- D- Run a Dynamic List where the criteria is 'Prospect Time Last activity Days ago is greater than 90'.

Answer:

C

## Question 6

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Question Type: MultipleChoice

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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?

Options:

- 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](https://help.salesforce.com/articleView?id=sf.Marketing_Cloud_Account_Engagement_admin_tracker_domain_parent.htm&type=5)

Answer:

B

## Question 7

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Question Type: MultipleChoice

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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?

Options:

- 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.

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Answer:

C

## Question 8

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Question Type: MultipleChoice

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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?

Options:

- 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

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Answer:

C

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