



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

Shared by Montoya on 04-10-2023

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Question 1

Question Type: MultipleChoice

LenoxSoft uses a 3rd party webinar platform. They want to create an automated process using an engagement program that sends a different email based on whether or not a prospect has registered for a webinar.

What should a consultant configure in Marketing Cloud Account Engagement and Salesforce in order to meet this use case?

Options:

- A-** Build a custom connector for the webinar platform and use a custom trigger in Engagement Studio to listen for the webinar registration,
- B-** Create an engagement program for the webinar and use a Prospect Webinar trigger in the program to listen for the webinar registration.
- C-** Export the registration list from the webinar platform, import it into Marketing Cloud Account Engagement and use it as a recipient list for the engagement program.
- D-** Create a marketing app extension for the webinar platform, add an activity type for webinar registrations, and use an External Activity trigger in Engagement Studio to listen for the webinar registration.

Answer:

A

Question 2

Question Type: MultipleChoice

LenoxSoft has an event coming up and wants to have a landing page to collect registrations. They want to create the page using a drag-and-drop experience and don't want to use any HTML or CSS.

How should a consultant recommend setting this up?

Options:

- A-** Create a custom layout template in Marketing Cloud Account Engagement that contains form elements. Create a landing page using that template.
- B-** Create a landing page using the enhanced landing page experience. Use the Marketing Cloud Account Engagement Form component to add a Marketing Cloud Account Engagement form to track submissions.
- C-** Create a landing page using the enhanced landing page experience. Use the HTML component to iframe in a Marketing Cloud Account Engagement form to track submissions.
- D-** Create both a landing page and form using the enhanced landing page experience.

Answer:

B

Question 3

Question Type: MultipleChoice

LenoxSoft utilizes Marketing Cloud Account Engagement Business Units. A marketing associate is no longer able to find a set of leads in their business unit (BU) and noticed they now appear in another BU.

Which two reasons could explain why this happened?

Choose 2 answers

Options:

- A-** The leads have been reassigned to a user who does not exist in that BU.
- B-** The field value the Marketing Data Sharing rule criteria is defined by has been updated on the lead records.
- C-** The Marketing Data Sharing rule has changed and the leads no longer match the criteria.
- D-** The prospects submitted a form that updated the field controlling the Marketing Data Sharing rule for leads.

Answer:

B, C

Question 4

Question Type: MultipleChoice

LenoxSoft's marketing team wants to make it easier for prospects to manage to opt in and out of marketing emails.

What can they consider doing to accomplish this goal?

Options:

- A-** Enable prospect resubscribe in Marketing Cloud Account Engagement Settings.
- B-** Create a custom email preference center page.
- C-** Minimize public lists used in marketing emails.
- D-** Remove the global opt out link from marketing emails.

Answer:

B

Question 5

Question Type: MultipleChoice

To adapt to changes in Apple Mail Privacy Policy, what should LenoxSoft consider doing?

Options:

- A- Disable open tracking within account settings.
- B- Only send emails to prospects who do not use Apple Mail.
- C- Enable visitor filters for all customers so opens are not tracked.
- D- A Use the Open Rules Audit to remove opens as criteria in their automations.

Answer:

D

Question 6

Question Type: MultipleChoice

LenoxSoft wants Co ensure they're not over-emailing their target audience on specific email send actions in an Engagement Studio program.

What is the best way to help their marketing team achieve this goal?

Options:

- A-** Automatically remove prospects from the program when an email reply trigger is met.
- B-** Increase the wait time on the Email send action steps.
- C-** Set the Engagement Studio program to repeat every 10 days.
- D-** A Leverage Einstein Engagement Frquency in a rule step before the Email send action steps.

Answer:

D

Question 7

Question Type: MultipleChoice

What task should be completed to surface engagement history metrics on campaigns after enabling connected campaigns and assigning the correct permissions?

Options:

- A- Add engagement history lightning component to lead & contact page layouts.
- B- Add emails to campaign start displaying engagement history metrics on campaigns.
- C- Add engagement history activity related lists to lead & contact page layouts.
- D- Add engagement history metrics related lists to campaign page layouts.

Answer:

C

Question 8

Question Type: MultipleChoice

"The LenoxSoft sales leadership has just implemented queues in Salesforce and wants to make sure their new leads coming from marketing nurtures are allocated fairly.

What should the Marketing Cloud Account Engagement administrator do to make sure new leads from nurture programs are properly routed in Salesforce?

Options:

- A- Configure users > set up a round robin > have nurture programs assign prospects to the round robin
- B- Configure users > set up a user group > have nurture programs assign prospects to the user group
- C- Configure users > set up a queue > have nurture programs assign prospects to the queue
- D- Configure users > set up a custom role > have nurture programs assign prospects to users with the custom role

Answer:

B

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