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

Shared by Bell on 04-10-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

LenoxSoft wants to assign all new leads coming through their "Request a Demo" form and immediately notify the sales team to follow up via phone call within 3 days.

Which assignment workflow would meet these requirements?

Options:

A- Add form completion actions to first assign to the user and then to create a Salesforce task.
B- Add form completion actions to first assign to the assigned user and then to notify the user.
C- Add form completion actions to add to the engagement studio program and notify the assigned user.
D- Add form completion actions to send customized email with a call reminder to the sales user.

Answer:

A

Question 2

Question Type: MultipleChoice

LenoxSoft is moving their forms from an external vendor into Marketing Cloud Account Engagement. The forms contain both default and custom fields. They want the forms to be hosted by Marketing Cloud Account Engagement for tracking purposes, but want to retain the same look and feel.

Which two actions should be taken to achieve this?

Choose 2 answers

Options:

A- Import the list of custom fields used on their forms to create the fields in Marketing Cloud Account Engagement.
B- Create the existing form links as custom redirects in Marketing Cloud Account Engagement for tracking.
C- Migrate the HTML and CSS of the current form into a new Marketing Cloud Account Engagement layout template.

D- Create the custom fields needed for the forms individually in Marketing Cloud Account Engagement.
https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_automation_page_actions.htm&type=5

Answer:

C, D

Question 3

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").

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 4

Question Type: MultipleChoice

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

Options:

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

Answer:

B

Question 5

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

Question 6

Question Type: MultipleChoice

A marketing user needs to recreate the same form in each of LenoxSoft's two business units (BUs).

How should the marketing user handle this task?

Options:

A- Create the form in one BU, then logout. Next, login to the second BU, recreate the form and logout.
B- Create the form in the first BU, then ask marketing users to copy the form into their separate BUs.
C- Create the form in the first BU, then export the form and import it into each of the other two BUs.
D- Create the form in one BU, then use the BU switcher and manually recreate the form in the second BU.

Answer:

C

Question 7

Question Type: MultipleChoice

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:

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:

B

Question 8

Question Type: MultipleChoice

LenoxSoft's Marketing Cloud Account Engagement administrator cannot see an email template that was created and marked for use for Engagement Programs while building a "send email" action in a nurture program.

What would explain this experience?

Options:

A- The administrator has not published the Email Template from a draft.
B- The administrator does not have folder permissions to the email template folder.
C- The administrator does not have folder permissions to the Engagement Program.
D- The administrator has not selected a sender for the Email Template.

Answer:

A

Question 9

Question Type: MultipleChoice

What is critical in achieving good email deliverabillty?

Options:

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:

C

Question 10

Question Type: MultipleChoice

LenoxSoft has a "Demo Request" landing page that is getting a lot of views, but not very many submissions. The marketing manager has the following requirements:

* Receive a notification when prospects view the page, but do not submit to see if they can retarget.

* Receive one notification per prospect.

How should a consultant accomplish this in Marketing Cloud Account Engagement?

Options:

A- Dynamic list of all prospects who have viewed the landing page > Completion action on the form to
remove prospects from the list upon form submission > User monitors list.
B- Page action on the landing page to notify user upon view and add to list > Automation rule to remove from same list when form is submitted and notify user again.
C- Dynamic list of all prospects who have submitted the form > Dynamic list of all prospects who have
viewed landing page > User exports both lists and compares.
D- Completion action on the form to tag 'Submitted' > Automation rule to notify user with criteria of 'Demo Request' landing page was viewed and tag isn't 'Submitted'.

Answer:

D

Question 11

Question Type: MultipleChoice

LenoxSoft offers a range of products and each product has a unique website with a custom domain. They want to build landing pages in Marketing Cloud Account Engagement for upcoming webinars that appear to have a webpage URL that appropriately coordinates with the featured product.

What should be done to ensure each landing page URL looks like it is a part of the unique product website?

Options:

A- Create a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.
B- Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page.

C- Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.
D- Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.

Answer:

C