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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q204-Q209):

NEW QUESTION # 204

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?

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

Answer: B

NEW QUESTION # 205

LenoxSoft's Salesforce org uses various record types for their business units. LenoxSoft wants all new data collected in Marketing Cloud Account Engagement to quickly be created in Salesforce with a single, specific record type. Which set of actions would ensure this behavior?

- A. Automatically assign all prospects in Marketing Cloud Account Engagement and review the Salesforce Connector user's permissions.
- B. Manually assign all prospects in Marketing Cloud Account Engagement and verify the Salesforce connector
- C. Regularly export data from Marketing Cloud Account Engagement and data load file into Salesforce
- D. Create an Engagement Program in Marketing Cloud Account Engagement and verify the Salesforce connector.

Answer: A

NEW QUESTION # 206

A Marketing Cloud Account Engagement administrator just created scoring categories for each product line. Assets from Folder A are aligned to Scoring Category A, and assets from Folder B are aligned to Scoring Category B.

What action should the admin take to ensure the sales team can view this new category score for each lead or contact?

- A. Assign the Marketing Cloud Account Engagement Category Scoring permission set to the sales user's profile in Salesforce.
- B. Add the Marketing Cloud Account Engagement Category Score related list to the lead and contact page layouts in Salesforce.
- C. Replace the Score field with Category Score fields on lead and contact page layouts in Salesforce.
- D. Share both Folder A and Folder B with the sales users' records in Marketing Cloud Account Engagement.

Answer: B

NEW QUESTION # 207

What is true about page actions?

- A. You cannot set the prospect's source campaign with page actions.
- B. You cannot use auto responder emails with page actions.
- C. It is possible to use URL wildcard by adding * to the end of the URL.
- D. You can define a page to be a priority page to highlight the activity to Sales reps and other users.

Answer: B,C,D

NEW QUESTION # 208

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?

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

Answer: D

NEW QUESTION # 209

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