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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q41-Q46):

NEW QUESTION # 41

You decide to build an automation rule to automatically allow prospects to match the "Title" criteria in your grade profile. You need to capture all prospects with any form of Vice President in their job title but want to exclude ones who are currently on any of your suppression lists. Which of the following sets of rule criteria will accomplish this?

- A. Match ANY overall logic: Rule Group1: Match All Prospect List > Isn't > Suppression List A; B; C; D Rule Group2: Match All Prospect default field > Title > contains > Vice President; VP
- B. Match ALL overall logic: Prospect List > Isn't > suppression List A; B; C; D Prospect default field > Title > contains > Vice President; VP
- C. Match ALL overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > IS >Vice President
- D. Match ANY overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > contains >Vice President; VP

Answer: A

NEW QUESTION # 42

A Marketing Cloud Account Engagement administrator wants to develop a better lead qualification strategy.
The sales team only wants to reach out to C-level executives in the software industry and needs a way to determine how to prioritize those leads.
How should this goal be achieved in Marketing Cloud Account Engagement?

- A. It Adjust the default scoring rules based on job title and industry and have users filter Salesforce lead views by score.
- B. Create a dynamic list based on job title and industry and send to the sales team to filter and prioritize.
- C. Run an automation rule to grade based on job title and industry and have users filter Salesforce lead views by grade.
- D. Use an automation rule to notify the assigned user when leads with certain job titles and industries submit forms.

Answer: C

NEW QUESTION # 43

While reviewing the Velocity section of the Pipeline Report in the B2B Marketing Analytics App, a Marketing Cloud Account Engagement administrator notices that it is taking prospects an average of 30 days to get from the Visitor stage to the Prospect stage. The admin wants to decrease this to 15 days.
What next steps should decrease the transition time?

- A. Refine scoring and grading models to only give the Sales team the most qualified leads.
- B. Improve lead qualification efficiency by using automation rules to pass leads over to Sales.
- C. Create lead nurturing programs to help the Sales team nurture leads until their deals close.
- D. Offer more conversion points for visitors such as Marketing Cloud Account Engagement forms and landing pages.

Answer: A

NEW QUESTION # 44

LenoxSoft has published a new white paper. When prospects submit a "Request a Download" form, they should receive this white paper in an email. All prospects who receive the email and view the white paper should receive an additional +10 points added to their score.
Which sequence of events would meet their goal?

- A. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion actions "Send autoresponder email" AND "Adjust score :: +10"
- B. Upload the white paper as a new File > Create a new Form > On Step 4 of the Form Wizard, check the box to "Redirect the prospect instead of showing the form's Thank You Content" and specify the white paper file link > Add Completion Actions "Send autoresponder email" AND

"Adjust score :: +10" to the Form

- C. Upload the white paper as a new File > Create a Custom Redirect to the white paper file with the Completion Action "Adjust score :: +10" > Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion Actions "Send autoresponder email"
- D. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template with the Completion Action "On click :: Adjust score :: +10" that contains the Custom Redirect link > Create a new Form with the Completion Actions "Send autoresponder email"

Answer: C

NEW QUESTION # 45

"How could the prospect field 'Marketing Cloud Account Engagement Hard Bounce' be updated so a prospect becomes mailable?

- A. Clear the "Do Not Email" field on the prospect record
- B. Update the "Opt Out" field on the prospect record
- C. Remove the value in the 'Marketing Cloud Account Engagement Hard Bounce' field
- D. Change the email address to a valid email address

Answer: A

NEW QUESTION # 46

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