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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q108-Q113):

NEW QUESTION # 108

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?

- A. Create an engagement program for the webinar and use a Prospect Webinar trigger in the program to listen for the webinar registration.
- B. A Build a custom connector for the webinar platform and use a custom trigger in Engagement Studio to listen for the webinar registration,
- C. 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.
- D. 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.

Answer: B

NEW QUESTION # 109

Lenoxsoft is transitioning from their current marketing automation platform to Marketing Cloud Account Engagement. They have a landing page that they wish to migrate over to Marketing Cloud Account Engagement and need to understand what steps are involved in order to maintain the page's existing look and feel. What are the necessary first steps to migrate this landing page over to Marketing Cloud Account Engagement while maintaining the page's existing look and feel?

- A. Create layout template and import HTML from the landing page URL
- B. Import the HTML file into Marketing Cloud Account Engagement and apply it to the landing page
- C. Import the HTML file into Marketing Cloud Account Engagement and apply it to the layout template
- D. Create a Marketing Cloud Account Engagement landing page and import HTML from the landing page HTML

Answer: A

NEW QUESTION # 110

Which objects are synched between Marketing Cloud Account Engagement and Salesforce? [Choose two answers]

- A. Case
- B. Opportunity
- C. Order
- D. Account

Answer: B,D

NEW QUESTION # 111

"LenoxSoft is migrating prospect records from an external system into Marketing Cloud Account Engagement.
In this external system, each prospect has 50 custom fields.
They are trying to decide which fields to recreate in Marketing Cloud Account Engagement before importing in the records.
What are two ways they should decide which fields to recreate in Marketing Cloud Account Engagement?
Choose 2 answers

- A. Review existing forms and landing pages to understand what data needs to be collected.
- B. Pull a report of the data they intend to use for segmentation purposes.
- C. Ask their accounting team to review and select the five most helpful fields.
- D. Filter existing prospect records to see which custom fields have the most data.

Answer: A,B

NEW QUESTION # 112
"LenoxSoft wants to send an email to existing customers about a new product offering and will be using Handlebars Merge Language (HML) merge fields to personalize the email content. They are concerned some of the recipient prospect records may not have all of the fields populated that will be used to personalize the content.
What two options could be implemented to prevent empty field values from appearing in the email?
Choose 2 answers

- A. Define page actions to replace field values
- B. Use HML merge field modifiers
- C. Use HML conditional logic statements
- D. Define default mail merge values for fields

Answer: A

NEW QUESTION # 113
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