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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q107-Q112):

NEW QUESTION # 107

What is true about Dynamic Content?

- A. You can use dynamic content in subject lines
- B. You can add up to 25 variations of content

- C. You can base variations on Scoring Categories
- D. You can add dynamic content to web pages

Answer: A,B,D

NEW QUESTION # 108

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

Answer: B

NEW QUESTION # 109

LenoxSoft has very specific lead qualification that has to be met before assigning prospects to an inside sales rep: *The prospects must be located in Texas or California *The prospects must submit their Request a demo form. When those two criteria are met they want to automatically assign the prospects to a inside sales rep. State is a required field on the Request a demo form. How would you have LenoxSoft automate the assignment?

- A. Run completion Action on form Request a demo with action assign to user
- B. Run completion Action on form Request a demo with action notify Admin
- C. Run an automation rule to assign based on the « Request demo » Submission & prospect status field
- D. Export the submission report & Import

Answer: C

NEW QUESTION # 110

When mapping fields between Marketing Cloud Account Engagement and Salesforce how can you control the synchronization?

- A. Use Marketing Cloud Account Engagement's value
- B. Use Salesforce's value
- C. Use the most recently updated record
- D. All of the above

Answer: D

NEW QUESTION # 111

What is true about the Salesforce connector ?

- A. Only lead, contacts and accounts are synchronized from Salesforce to Marketing Cloud Account Engagement
- B. When connecting Marketing Cloud Account Engagement and Salesforce you only need to follow a connection wizard in Marketing Cloud Account Engagement.
- C. You can connect Marketing Cloud Account Engagement to a Salesforce sandbox or production environment
- D. Email is the unique identifier unless "allow multiple Prospects with same email address" is enabled.

Answer: C,D

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