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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q137-Q142):

NEW QUESTION # 137

LenoxSoft has a grading profile for business units in both United States and Canada. Both profiles contain options for the industry field and several prospects with the grade of "A". What do we know about LenoxSoft current grading strategy?

- A. LenoxSoft added location based criteria

- B. LenoxSoft uses an automation rule to match the criteria US or Canada to make a grading impact.
- C. LenoxSoft must add prospect to a dynamic list
- D. LenoxSoft uses location based scoring categories.

Answer: B

NEW QUESTION # 138

Marketing Cloud Account Engagement's Permission Based Marketing Policy helps ensure your emails don't get flagged as spam. CAN-SPAM provisions include

- A. Tell recipients where you're located
- B. Tell recipients how to opt out of receiving future email from you
- C. Don't use false or misleading header information
- D. Honor opt-out requests promptly
- E. Monitor what others are doing on your behalf
- F. Identify the message as an ad
- G. Don't use deceptive subject lines

Answer: A,B,C,D,E,F,G

NEW QUESTION # 139

LenoxSoft has purchased a list of prospects and wants to send emails to those prospects in Marketing Cloud Account Engagement immediately. What is the correct way to handle this?

- A. Recommend that they must receive explicit permission from those prospects on the purchased list before they can upload that prospect list into Marketing Cloud Account Engagement.
- B. Run a permissions pass on the purchased lists to get permission quickly before sending them a marketing email.
- C. Have LenoxSoft split their purchased list into multiple sends so as to not affect the IP's reputation.
- D. Recommend that it is okay to send to purchased lists in Marketing Cloud Account Engagement.

Answer: A

NEW QUESTION # 140

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 > 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"
- D. 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"

Answer: D

NEW QUESTION # 141

Which three Marketing Cloud Account Engagement asset types allow for embedded advanced dynamic content?

Choose 3 answers

- A. Social Posts
- B. List Emails
- C. Landing Pages
- D. Content Files
- E. Layout Templates

Answer: A

NEW QUESTION # 142

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