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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q119-Q124):

NEW QUESTION # 119

"LenoxSoft is releasing a critical system change that requires their customers to take action in order to avoid service interruption. How could they communicate this to all Marketing Cloud Account Engagement prospects?"

- A. Send Engage emails to all prospect who are opted in.
- **B. Send an operational email to all prospects.**
- C. Send a list email to all prospects who are opted in.
- D. Send an automated operational email to all prospects.

Answer: B

NEW QUESTION # 120

LenoxSoft added Engagement History metric fields to campaign page layouts in their Salesforce org. All of the values for the Engagement History metric fields are "0".

What could be the explanation for this experience?

- **A. The campaign is not a connected campaign so the data is not syncing.**
- B. The Marketing Cloud Account Engagement users do not have the Marketing Cloud Account Engagement permission set and cannot see the data.
- C. The data hasn't been refreshed in 24 hours so the values haven't been updated.
- D. The engagement with those assets happened before the fields were added to the page layouts.

Answer: A

NEW QUESTION # 121

How could LenoxSoft benefit from Engage Reports?

- A. Sales Managers can receive desktop notifications for their teams' email activities.
- **B. Users can analyze the performance of their templated and non-templated emails.**
- C. Sales Managers can analyze lead information like prospect activity, scores, and grades.
- D. Users can analyze form submission performance for the prospects they have emailed.

Answer: B

NEW QUESTION # 122

Which is true about Visitor Filters?

- **A. You can filter by a hostname**
- **B. Use filters to exclude some types of visits, clicks, or other actions from your campaign results and email notifications**
- C. You can't filter your own company IP
- **D. You can filter by a hostname wildcard**
- **E. You can the filter by IP**

Answer: A,B,D,E

NEW QUESTION # 123

There is CustomField Type in Marketing Cloud Account Engagement called Phone

- A. True
- **B. False**

Answer: B

NEW QUESTION # 124

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