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## **Salesforce Certified Marketing Cloud Account Engagement Consultant**

## Sample Questions (Q255-Q260):

### NEW QUESTION # 255

How should the system administrator configure the account to provide specific users the ability to easily navigate across business units (BUs) to access assets in both regions?

- A. Create each user in a single BU > Create a folder with the exact same name > Associate assets that are needed across regions to the folders that share names across BUs
- **B. Create each user in both BUs > Map the same CRM username > Guide those users to find assets by navigating across BUs using the business unit switcher in the Marketing Cloud Account Engagement Lightning App**
- C. Create each user in a single BU > Create an asset with the exact same name in each BU > Ensure the users have access to one of the assets that share names across BUs
- D. Create each user in both BUs > Map the same CRM username > Guide those users to find assets by navigating across BUs using the business unit switcher in the Marketing Cloud Account Engagement Classic App

**Answer: B**

### NEW QUESTION # 256

LenoxSoft uses Salesforce Campaigns and wants to make sure their reports reflect engagement driven by Marketing Cloud Account Engagement marketing efforts as well as Salesforce driven activity on the campaign. Which features should they enable and utilize?

- A. Campaign Influence and Marketing Data Sharing
- **B. Connected Campaigns and Campaign Influence**
- C. Salesforce User Sync and Campaign Influence
- D. Connected Campaigns and Engagement Studio

**Answer: B**

### NEW QUESTION # 257

An admin user would like to create a User Role for a new marketing intern to only have the ability to view prospect lists and emails that have already been sent. Which of the following is the best way for the Admin user to set up this role for the intern if LenoxSoft has an Ultimate level account?

- A. Set the intern up in the Default 'Marketing Intern' User Role
- B. Create a Custom User Role with only the options to 'view' & 'edit' lists and 'view' emails selected
- **C. Create a Custom User Role with only the options to 'view' lists and 'view' emails selected**
- D. Set the intern up in the Default 'Marketing' User Role

**Answer: C**

### NEW QUESTION # 258

There are a number of unassigned prospects in the Lenoxsoft database that have not been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100. What automatic workflow can be created to prevent them from getting assigned?

- A. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- **B. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days**
- C. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

**Answer: B**

### NEW QUESTION # 259

If someone opt-out's do we need to delete this Prospect record?

- A. Yes, it is restricted by law
- B. False. It is restricted by law not to email them, but we still can track the activity

**Answer: B**

## NEW QUESTION # 260

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