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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q69-Q74):

#### NEW QUESTION # 69

A customer is placing Marketing Cloud Account Engagement tracking code on their website and doesn't understand how first-party tracking differs from third-party tracking.  
How would a consultant explain the difference?

- A. First-party tracking is not an option in Marketing Cloud Account Engagement, while third-party tracking is.
- B. First-party tracking does not use cookies, while third-party tracking does.
- C. First-party tracking tracks prospects across different website domains, while third-party tracking does not.
- D. First-party tracking is domain-based while third-party tracking is campaign-based.

**Answer: C**

#### NEW QUESTION # 70

Which are true about Marketing Cloud Account Engagement Recycle Bin

- A. If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign
- B. Tags are deleted permanently and don't appear in the recycle bin
- C. A deleted prospect is restored when the Salesforce record it's syncing with is undeleted
- D. Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin
- E. Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin
- F. Items in the recycle bin don't count toward usage limits
- G. Admins can permanently delete prospects in the recycle bin. Marketing Cloud Account Engagement no longer tracks prospects when they're permanently deleted

**Answer: A,B,D,F,G**

#### NEW QUESTION # 71

LenoxSoft uses a Salesforce web-to-lead form on their website for their Contact Us form. They want to integrate this form with Marketing Cloud Account Engagement and the following requirements:

- \* Avoid duplicates in both Marketing Cloud Account Engagement and Salesforce.
- \* Segment prospects based on form views and submissions.

Which lead generation strategy would answer both pre-requisites?

- A. Set up a form handler
- B. Use another third-party form
- C. Maintain the current form
- D. Replace with a Marketing Cloud Account Engagement form

**Answer: D**

#### NEW QUESTION # 72

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

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

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

#### NEW QUESTION # 73

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

**Answer: D**

## NEW QUESTION # 74

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