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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q113-Q118):

NEW QUESTION # 113

There is Custom Field Type in Marketing Cloud Account Engagement called Email

- A. False
- B. True

Answer: A

NEW QUESTION # 114

What behavior is expected when the "Overwrite Prospect Opted Out field" Salesforce connector setting is enabled?

- **A. The record that was last updated sets the field value for a synced prospect.**
- B. Only users with an Administrator user role will be able to change the prospect field value.
- C. Only 200 records per day can be updated to overwrite the "Opted Out" field value.
- D. Opting out a prospect in Salesforce or Marketing Cloud Account Engagement deselects the "Do Not Email" field upon sync.

Answer: A

Explanation:

Explanation

<https://invadosolutions.com/marketing-automation-news/prospect-opted-out-field-and-sync-behavior-for-Market-Cloud-Account-Engagement-and-salesforce/>

NEW QUESTION # 115

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

Answer: C

NEW QUESTION # 116

A marketing user wants to create a newsletter list where prospects will be automatically added based on a specific set of criteria. However, they also want to make sure sales users can manually add their prospects to the list even if they don't match the criteria. Which automation tool should be used?

- **A. Automation rule**
- B. Segmentation rule
- C. Completion action
- D. Dynamic list

Answer: A

NEW QUESTION # 117

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- **A. Send using the form's completion actions.**
- B. Send using a segmentation rule.
- C. Use a dynamic list to use as a recipient list on an email send.
- D. Send using an automation rule

Answer: A

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