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## Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q252-Q257):

### NEW QUESTION # 252

LenoxSoft's ideal buyer is a C-level executive with an employee base over 500. Their department should either be technology or finance. C-level is the best fit but managers should also be included as they may make purchasing decisions. Which is the correct profile criteria for grading used to give the ideal buyer an "A" grade.

- A. Job title - C-level 3/3 Job title - Manager 3/3 Size 2/3 Dept 3/3
- B. Job title - C-level 3/3 Job title - Manager 3/3 Size 3/3 Dept 2/3
- C. Job title - C-level 3/3 Job title - Manager 2/3 Size 3/3 Dept 3/3
- D. Job title - C-level 3/3 Job title - Manager 3/3 Size 3/3 Dept 3/3

**Answer: C**

#### NEW QUESTION # 253

Select available Social Media Connectors

- A. Twitter
- B. AddThis
- C. Facebook
- D. FullContact
- E. CD LinkedIn

**Answer: B,D**

#### NEW QUESTION # 254

LenoxSof would like to set custom scoring based on event attendance. What scoring options are available through the Marketing Cloud Account Engagement Connectors?

- A. Webinar & Event invite. Registrations & Attendance
- B. Webinar: Attended/NoShow/Registered Event :Checked In/Registered
- C. Only Webinar & Event Attendance
- D. Webinar & Event Registrations & Attendance

**Answer: B**

#### NEW QUESTION # 255

LenoxSof has two Marketing Cloud Account Engagement accounts: Account A and Account B. Both accounts are syncing with the same Salesforce org. Their marketing teams have consolidated and have decided to merge Account B into Account A. What action should they take to successfully complete the migration?

- A. Get a brand new Marketing Cloud Account Engagement org and migrate both Account A and Account B into it.
- B. Manually rebuild any automations built in Account B in Account A.
- C. Include prospect activity history from Account B in their prospect import if they want to retain it.
- D. Export existing custom field mappings to import desired fields into Account A.

**Answer: B**

#### NEW QUESTION # 256

LenoxSof dispatches service technicians to customer locations when their hardware is malfunctioning. After a service call, a customer service satisfaction rating is recorded and stored on the Case object in Salesforce. The LenoxSof marketing team would like to use a high (>8) rating to classify a prospect as "Satisfied." Satisfied customers need to be automatically added to a specific engagement program for future up-selling.

What process would accomplish this in Marketing Cloud Account Engagement?

- A. Workflow to copy the satisfaction rating from cases to contacts and map that field to Marketing Cloud Account Engagement
- B. Lookup field to copy the satisfaction rating from cases to contacts and map that field to Marketing Cloud Account Engagement prospects > Dynamic list where prospects match when the prospect has a satisfaction rating over 8 > Use the dynamic list as the recipient list on an engagement program
- C. Marketing Cloud Account Engagement custom object mapped to the Case object > Static list and add all prospects whose Case
- D. Marketing Cloud Account Engagement custom object mapped to the Case object > Dynamic list where prospects match when the

**Answer: D**

#### NEW QUESTION # 257

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