

Marketing-Cloud-Account-Engagement-Consultant New Braindumps Book - Marketing-Cloud-Account-Engagement-Consultant Valid Test Registration

Marketing Cloud Account Engagement Consultant Certification Details

Exam Code	Marketing Cloud Account Engagement Consultant
Full Exam Name	Salesforce Certified Marketing Cloud Account Engagement Consultant
No. of Questions	60
Online Practice Exam	Salesforce Certified Marketing Cloud Account Engagement Consultant Practice Test
Sample Questions	Salesforce Marketing Cloud Account Engagement Consultant Sample Questions
Passing Score	68%
Time Limit	105 minutes
Exam Fees	<ul style="list-style-type: none"> Registration fee: USD 200 Retake fee: USD 100

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Many candidates find the Salesforce Certified Marketing Cloud Account Engagement Consultant (Marketing-Cloud-Account-Engagement-Consultant) exam preparation difficult. They often buy expensive study courses to start their Salesforce Certified Marketing Cloud Account Engagement Consultant (Marketing-Cloud-Account-Engagement-Consultant) certification exam preparation. However, spending a huge amount on such resources is difficult for many Salesforce Marketing-Cloud-Account-Engagement-Consultant Exam applicants. The latest Salesforce Marketing-Cloud-Account-Engagement-Consultant exam dumps are the right option for you to prepare for the Salesforce Certified Marketing Cloud Account Engagement Consultant (Marketing-Cloud-Account-Engagement-Consultant) certification test at home.

Salesforce Marketing-Cloud-Account-Engagement-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Account Configuration: This topic focuses on the technical side, including the implications of technical setup and data migration. It also covers the important issue of maintaining data integrity during the migration process and the development of a usage governance plan.
Topic 2	<ul style="list-style-type: none"> Sales Emails and Alerts: This topic covers the configuration and benefits of Sales Emails and Alerts.
Topic 3	<ul style="list-style-type: none"> Personalizing the Prospect Experience: This topic is about creating personalized experiences for prospects. It includes strategies for consent management and recommendations to enhance the overall prospect experience.
Topic 4	<ul style="list-style-type: none"> Email Marketing: Best practices and standards are the main focus of this topic. It ensures that email marketing strategies are applied effectively to meet customer business needs and achieve desired outcomes.
Topic 5	<ul style="list-style-type: none"> Evaluation: The assessment and recommendation process is key to this topic. It covers sub-topics such as analyzing and recommending paths forward, designing strategies to identify customer needs, and staying up-to-date with marketing trends and tools.

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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q36-Q41):

NEW QUESTION # 36

Which are true about Custom Objects in Marketing Cloud Account Engagement

- **A. You can create and sync a custom object from anything that is linked to a contact, lead, or account in your CRM**
- B. You can create and sync a custom object from anything that is linked lead and contact, but can't be linked to account due to high risk of errors
- C. You can create and sync a custom object from any object in Salesforce
- D. You can create and sync a custom object from anything that is linked to a contact, lead and account in your CRM at the same time

Answer: A

NEW QUESTION # 37

LenoxSoft has two primary groups of contacts in their Salesforce account, managed separately using Marketing Cloud Account Engagement Business Units (PBUs). They have one marketing team that needs to manage campaigns for both business units (BUs). How should this be configured?

- A. Create Marketing Cloud Account Engagement user records in one business unit, then use the business unit switcher to access each account.
- B. Create multiple Salesforce users with the same email address connected to one Marketing Cloud Account Engagement user, then use the business unit switcher.
- C. Create one Salesforce user connected to one Marketing Cloud Account Engagement user, then use Marketing Cloud Account Engagement user groups to use the business unit switcher.
- **D. Create Marketing Cloud Account Engagement user records in each business unit connected to the same Salesforce users, then use the business unit switcher.**

Answer: D

NEW QUESTION # 38

LenoxSoft just published a buyer's guide, which includes ROI calculators, pricing information, and implementation details. Which audience would gain the maximum benefit from receiving a guide?

- A. Prospects at the bottom of the funnel - actively deciding between vendors.
- B. Prospects who have transitioned out of the funnel - with a recently closed deal.
- **C. Prospects at the top of the funnel - newly sourced from a tradeshow.**
- D. Prospects at the middle of the funnel - interacting with blog content only.

Answer: C

NEW QUESTION # 39

A marketing user wants an automated way to notify the assigned user whenever a prospect submits a specific form. However, this form has been active for six months so they want to make sure notifications will only go out for prospects that submit the form moving forward.

What should be created to notify the assigned user?

- A. Automation rule based on the form submission
- **B. Completion action on the form submission**
- C. Segmentation rule based on the form submission

- D. Dynamic list based on the form submission

Answer: B

Explanation:

<https://www.Marketing Cloud Account Engagement.com/blog/completion-actions/>

NEW QUESTION # 40

How many Social Posting Connectors is it possible to create

- A. One each type
- B. You can't use any Social Posting connector
- C. Many but only one type
- **D. You can create as many Social Posting connectors as you want**

Answer: D

NEW QUESTION # 41

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