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

### **NEW QUESTION # 36**

Lenoxsoft currently uses a Salesforce workflow to continually look for old and new leads that meet certain criteria under Job title

and Industry, and adds them to a Salesforce campaign. The Marketing Cloud Account Engagement connector is verified and their existing Salesforce records have been reviewed, but they have yet to sync this data to Marketing Cloud Account Engagement. Lenox wishes to replicate this process within Marketing Cloud Account Engagement with the following requirements: - Prospects with a job title of "CEO" and Industry of "Software" are added to the Salesforce campaign. Based on those requirements, which steps should Lenoxsoft prioritize to replicate their process?

- A. Import a .csv file of prospects. Build an Segmentation rule with criteria :: Job Title:: CEO :: Industry :: Software, action :: add to Salesforce Campaign
- B. Create a dynamic list to sync prospects from Salesforce. Build an Automation rule with criteria :: Job Title:: CEO :: Industry:: Software, action :: add to the Salesforce campaign.
- C. Create a dynamic list to sync prospects from Salesforce. Build a segmentation rule with the criteria :: Job Title :: CEO :: Industry :: Software, action :: add to the Salesforce campaign.
- D. Import a .csv file of prospects. Build an Automation rule with criteria :: Job Title :: CEO :: Industry :: Software, action :: add to Salesforce Campaign

**Answer: B,D**

#### NEW QUESTION # 37

What is available to choose within Repeat Rule

- A. Days before eligible to repeat rule
- B. Limit rule matches
- C. Certain Prospects
- D. Repetition Order

**Answer: A,B**

#### NEW QUESTION # 38

You are creating a new series of pay per click ads and want to track where a prospect originates when they arrive at your website. How would you set this up?

- A. Create a custom redirect for each pay per click ad and use a completion action to add the prospects to a list
- B. Create a custom redirect for each pay per ad click and and select a Marketing Cloud Account Engagement campaign for each custom redirect
- C. Create a Marketing Cloud Account Engagement campaign for each pay per click ad and place the tracking code on the landing page
- D. Create a custom redirect for each pay per click ad and use an automation rule to add the prospects to a list

**Answer: B**

#### NEW QUESTION # 39

An Administrator imported a list of trade show attendees and added them all to the same Marketing Cloud Account Engagement campaign. A few months later, the Administrator wants to pull a one-time list of all of these attendees. How should this be accomplished?

- A. Run a dynamic list based on the Marketing Cloud Account Engagement campaign
- B. Run a segmentation rule based on the Marketing Cloud Account Engagement campaign
- C. Look for the original list based on the Marketing Cloud Account Engagement campaign
- D. Run an automation rule based on the Marketing Cloud Account Engagement campaign

**Answer: B**

#### NEW QUESTION # 40

LenoxSoft just purchased Marketing Cloud Account Engagement and will be migrating to Marketing Cloud Account Engagement from another marketing automation tool. On the initial kickoff call, the Marketing Manager shares their existing tool's contract ends in 3 weeks. Given the accelerated timeframe, what is the recommended first step?

- A. Complete the technical setup items and create Marketing Cloud Account Engagement users. Conduct a Strengths Weaknesses Opportunities and Threats (SWOT) analysis of their current marketing strategies
- B. Install the Salesforce AppExchange Package and verify the Salesforce connector
- C. Export all the data and assets from the existing tool
- D. Salesforce Connector User has 'Read1 permission to the custom object

**Answer: C**

## NEW QUESTION # 41

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