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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q250-Q255):

NEW QUESTION # 250

LenoxSoft currently operates with two Marketing Cloud Account Engagement Business Units (PBUs), one for their United States division and another for their European division. In the new year, each business unit (BU) is planning on building the same set of marketing assets and will use them to run the similar campaigns.

Once connected campaigns have been enabled, what approach should be recommended?

- A. Create a campaign that is related to both BUs > Create a new dataset in B2B Marketing Analytics that only includes the created campaign >
- B. Create a separate campaign for each BU > Create a new dataset in Salesforce reports that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs
- C. Add the Einstein Campaign Insights component to campaign page layouts > Create a parent campaign that is not related to any BUs and
- **D. Add the Engagement History component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two**

Answer: D

NEW QUESTION # 251

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

Answer: B

NEW QUESTION # 252

LenoxSoft has had a Product Interest form live on their website for the past 3 months. They would like to make sure that, moving forward, every time the form is submitted, a custom field is updated. They also want to update that custom field for anyone who has submitted the form before today. What combination of automation tools should LenoxSoft use to achieve this?

- A. Dynamic list and automation rule
- B. Completion action and dynamic list
- C. Segmentation rule and completion action
- **D. Automation rule and completion action**

Answer: D

NEW QUESTION # 253

What access should sales and marketing users have to access embedded analytics dashboards?

- **A. The "Analytics View Only Embedded App" permission set license**
- B. Marketing Cloud Account Engagement user connected to a Salesforce user through User Sync
- C. Marketing Cloud Account Engagement Administrator user role and the Marketing Cloud Account Engagement Permission set assigned
- D. Marketing Cloud Account Engagement Permission Set and "View Reports" Marketing Cloud Account Engagement user permission

Answer: A

NEW QUESTION # 254

The marketing team you consult with wants to assign prospects to a sales user when the prospects meets at least one of the following criteria. * Successfully complete a "Request a Quote" form, OR * Has a score above 175 and a grade above B+ Which assignment model will best achieve their goals?

- A. Page Action
- B. Completion Action
- **C. Automation rule match Any**

- D. Automation rule match All

Answer: C

NEW QUESTION # 255

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