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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q194-Q199):

NEW QUESTION # 194

LenoxSofit has been using Marketing Cloud Account Engagement and Salesforce for one year and have enabled Einstein Behavior Scoring.

What guidance should the system administrator give to the LenoxSoft sales team so they can gain context into why their prospects are being scored the way they are?

- A. To always book a follow up call with prospects and record notes from the call in the Marketing Cloud Account Engagement Notes field for future review.
- **B. To read the lead score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.**
- C. To access the B2B Marketing Analytics app so they can look through the campaigns that the prospects have engaged with over the last year.
- D. To read the behavior score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.

Answer: B

NEW QUESTION # 195

LenoxSoft has a Marketing Cloud Account Engagement form on their website that adds prospects to their monthly newsletter list upon completion. Recently, they have noticed some of the prospects on this list have invalid email addresses. What method should be used to only add valid email addresses to their list moving forward?

- **A. Send an autoresponder to prospects who complete the form with a link to click to confirm opt-in status.**
- B. Allow the assigned sales rep to call prospects upon form submission to confirm their email address.
- C. Edit the completion action on the form to only add to the list if the email address is valid.
- D. Use the list to send a permission pass email and remove all hard bounces.

Answer: A

NEW QUESTION # 196

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

Answer: B

NEW QUESTION # 197

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

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

Answer: B

NEW QUESTION # 198

LenoxSoft wants to create a re-engagement program that will nurture prospects if they're last activity is greater than 90 days. Once they begin the re-engagement program, if they become active, the prospects need to remain in the program. Which solution would you recommend ?

- A. Test List
- B. Static or Dynamic list

- C. Static List
- D. Dynamic List

Answer: C

NEW QUESTION # 199

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