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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q265-Q270):

NEW QUESTION # 265

LenoxSoft wants to evenly assign prospects to their Sales team that meets either set of qualification criteri A. Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater than C+ and score is greater than 150. What ways would you recommend in this scenario?

- A. Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- B. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin
- C. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- D. Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin

Answer: A

NEW QUESTION # 266

LenoxSoft has completed testing in a Salesforce Sandbox org. What steps will ensure a successful move to the Salesforce Production org?

- A. Delete all data from the Sandbox org
- B. **Install the Marketing Cloud Account Engagement AppExchange package for Production Environments**
- C. Unverified and delete the Salesforce connector for the Sandbox org
- D. Rename the Salesforce connector for the Sandbox org
- E. Create a new Salesforce Connector for the Production org

Answer: B

NEW QUESTION # 267

LenoxSoft's IT manager refuses to implement email authentication. The marketing entries so the company can successfully send emails from their Marketing Cloud Account Engagement account.

Which two benefits of email authentication should be discussed with the IT manager? Choose 2 answers

- A. **Authentication provides legal protection against email abuse complaints.**
- B. Authentication proves Marketing Cloud Account Engagement is a legitimate sender of LenoxSoft's emails.
- C. Authentication ensures the company's sending IP will not appear on blocklists.
- D. **Authentication increases deliverability rates of emails sent through Marketing Cloud Account Engagement.**

Answer: A,D

NEW QUESTION # 268

What is true about Dynamic Content?

- A. You can base variations on Scoring Categories
- B. **You can add up to 25 variations of content**
- C. You can add dynamic content to web pages
- D. You can use dynamic content in subject lines

Answer: B,C,D

NEW QUESTION # 269

"LenoxSoft's marketing team developed a cross-selling engagement studio program for customers who have 1 or more of their products. They want to empower sales users who have Salesforce Engage licenses to make sure their contacts are included in the program.

What is the best way to allow sales to accomplish this?

- A. Use the Add to List completion action on forms.
- B. Export contacts from Salesforce and import them into Marketing Cloud Account Engagement.

- C. Add contacts to the program's Campaign as campaign members.
- D. Use the Add to Nurture action on page layouts.

Answer: C

NEW QUESTION # 270

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