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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q112-Q117):

NEW QUESTION # 112

The LenoxSoft sales and marketing teams are looking for more insights into which leads are most likely to buy based off of their engagements.

What feature should be recommended?

- A. Einstein Lead Score
- B. Marketing Cloud Account Engagement Grade field
- **C. Einstein Behavior Score**
- D. Marketing Cloud Account Engagement Score field

Answer: C

Explanation:

Explanation

https://help.salesforce.com/articleView?id=sfMarketingCloudAccountEngagement_einstein_behavior_scoring.htm&type=5

NEW QUESTION # 113

Select available Social Posting Connectors

- A. WhatsApp
- B. Tumblr
- **C. LinkedIn**
- D. Instagram
- **E. Twitter**
- **F. Facebook**
- G. Zone

Answer: C,E,F

NEW QUESTION # 114

What is true about Dynamic Content? [Choose three answers]

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

Answer: A,C,D

NEW QUESTION # 115

LenoxSoft's Salesforce org uses various record types for their business units. LenoxSoft wants all new data collected in Marketing Cloud Account Engagement to quickly be created in Salesforce with a single, specific record type. Which set of actions would ensure this behavior?

- **A. Automatically assign all prospects in Marketing Cloud Account Engagement and review the Salesforce Connector user's permissions.**
- B. Manually assign all prospects in Marketing Cloud Account Engagement and verify the Salesforce connector
- C. Create an Engagement Program in Marketing Cloud Account Engagement and verify the Salesforce connector.
- D. Regularly export data from Marketing Cloud Account Engagement and data load file into Salesforce

Answer: A

NEW QUESTION # 116

There is limitation of 50 forms and 50 landing pages in Marketing Cloud Account Engagement Growth Edition and also you can't create more than one Scoring Category in this edition

- A. False
S
- B. True

Answer: B

NEW QUESTION # 117

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