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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q74-Q79):

NEW QUESTION # 74

which two considerations should be made when implementing an account-based marketing strategy?
Choose 2 answers

- A. Account-based marketing completely replaces broad-based marketing.
- B. Account-based marketing can be implemented in stages.
- C. Account-based marketing is only a good fit for certain industries.
- D. Account-based marketing personalizes experiences for prospects.

Answer: B,D

NEW QUESTION # 75

How many Scoring Categories is it possible to create

- A. 0
- B. 1
- **C. 2**
- D. 3

Answer: C

NEW QUESTION # 76

A Marketing Cloud Account Engagement administrator just created scoring categories for each product line. Assets from Folder A are aligned to Scoring Category A, and assets from Folder B are aligned to Scoring Category B. What action should the admin take to ensure the sales team can view this new category score for each lead or contact?

- **A. Add the Marketing Cloud Account Engagement Category Score related list to the lead and contact page layouts in Salesforce.**
- B. Replace the Score field with Category Score fields on lead and contact page layouts in Salesforce.
- C. Assign the Marketing Cloud Account Engagement Category Scoring permission set to the sales user's profile in Salesforce.
- D. Share both Folder A and Folder B with the sales users' records in Marketing Cloud Account Engagement.

Answer: A

NEW QUESTION # 77

Which objects are synched between Marketing Cloud Account Engagement and Salesforce? [Choose two answers]

- **A. Account**
- B. Order
- C. Case
- **D. Opportunity**

Answer: A,D

NEW QUESTION # 78

You have several white papers on your website, but you want to start gateing those and gather more and more details about prospects as they download the white papers. What is the best way to achieve this?

- A. Create a form and enable progressive profiling
- B. Create a form handler and enable progressive profiling
- C. Create a form handler for each white paper
- **D. Create a form per white paper and enable progressive profiling**

Answer: D

NEW QUESTION # 79

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