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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q188-Q193):

NEW QUESTION # 188

LenoxSoft is using a repeating Engagement Studio program to send prospects who complete a specific form a series of emails,

increase the prospect score when the emails are engaged with, and notify an assigned user if the call to action in the email is completed. Prospects should only repeat the program when the form is completed again.

How should LenoxSoft add the prospects?

- A. By using an automation rule to add prospects to a static list based on the form being completed, then use that list as the recipient list on the program.
- **B. By creating a dynamic list based on the form being completed and use that list as the distribution list on the program.**
- C. By using a static list on the form's completion action, then start the program with a "Form Completed" trigger so only prospects who completed the form will get the follow up actions.
- D. By using a static list on the form's completion action that is used as the recipient list on the program, then remove prospects from the static list before every end step in the program.

Answer: B

NEW QUESTION # 189

Do hard bounces need to be removed from lists

- **A. False**
- B. True

Answer: A

NEW QUESTION # 190

LenoxSoft has a service portal for customers. A Marketing Cloud Account Engagement page action set by the admin will change a prospects engagement custom field to "Engaged" for any prospect who views this service portal page. Customers who visit this portal more often have a higher company satisfaction rate. Those who rarely visit the portal have a high rate of attrition. LenoxSoft wants to encourage customers to engage with the service portal and has the following requirements: * Prospects with no Engagement custom field value should be added to the Engagement Program. * If prospects registers for an upcoming webinar and views the training portal they should be removed from the engagement program. What steps do you recommend to achieve those requirements?

- A. Automation rules with attended webinar and remove action
- **B. Automation Rule with blank criteria and add action &**
- C. Automation Rule with blank criteria and add action & segmentation rules with attended webinar and remove action
- D. Automation Rule with blank criteria and add action & Completion action rules with attended webinar and remove action
- E. Automation Rule with blank criteria and add action & Dynamic List with attended webinar and remove action

Answer: B

NEW QUESTION # 191

LenoxSoft has purchased a list of prospects and wants to send emails to those prospects in Marketing Cloud Account Engagement immediately. What is the correct way to handle this?

- A. Run a permissions pass on the purchased lists to get permission quickly before sending them a marketing email.
- **B. Recommend that they must receive explicit permission from those prospects on the purchased list before they can upload that prospect list into Marketing Cloud Account Engagement.**
- C. Have LenoxSoft split their purchased list into multiple sends so as to not affect the IP's reputation.
- D. Recommend that it is okay to send to purchased lists in Marketing Cloud Account Engagement.

Answer: B

NEW QUESTION # 192

Which three Marketing Cloud Account Engagement asset types allow for embedded advanced dynamic content?

Choose 3 answers

- A. Layout Templates

- B. List Emails
- C. Landing Pages
- **D. Social Posts**
- E. Content Files

Answer: D

NEW QUESTION # 193

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