

# Marketing-Cloud-Account-Engagement-Consultant Actual Test Answers, Marketing-Cloud-Account-Engagement-Consultant Valid Exam Cram

| Marketing Cloud Account Engagement Consultant Certification Details |  |
|---|--|
| Exam Code   | Marketing Cloud Account Engagement Consultant  |
| Full Exam Name  | Salesforce Certified Marketing Cloud Account Engagement Consultant                                       |
| No. of Questions  | 60   |
| Online Practice Exam  | <a href="#">Salesforce Certified Marketing Cloud Account Engagement Consultant Practice Test</a>         |
| Sample Questions  | <a href="#">Salesforce Marketing Cloud Account Engagement Consultant Sample Questions</a>                |
| Passing Score   | 68%  |
| Time Limit  | 105 minutes  |
| Exam Fees   | <ul style="list-style-type: none"> <li>Registration fee: USD 200</li> <li>Retake fee: USD 100</li> </ul> |
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## Salesforce Marketing-Cloud-Account-Engagement-Consultant Exam Syllabus Topics:

| Topic   | Details  |
|---------|--|
| Topic 1 | <ul style="list-style-type: none"> <li>Automating Business Processes: Here, the emphasis is on selecting the right tools and designing sequences of events to streamline marketing initiatives.</li> </ul>   |
| Topic 2 | <ul style="list-style-type: none"> <li>Account Configuration: This topic focuses on the technical side, including the implications of technical setup and data migration. It also covers the important issue of maintaining data integrity during the migration process and the development of a usage governance plan.</li> </ul> |
| Topic 3 | <ul style="list-style-type: none"> <li>Reporting, Metrics, and Analytics: Technical setup requirements and reporting methods are the key sub-topics here.</li> </ul>   |
| Topic 4 | <ul style="list-style-type: none"> <li>Sales Emails and Alerts: This topic covers the configuration and benefits of Sales Emails and Alerts.</li> </ul>  |
| Topic 5 | <ul style="list-style-type: none"> <li>Lead Management: This topic covers the development and recommendation of lead generation strategies, including the classification of prospects and the routing of qualified and unqualified leads.</li> </ul>   |
| Topic 6 | <ul style="list-style-type: none"> <li>Evaluation: The assessment and recommendation process is key to this topic. It covers sub-topics such as analyzing and recommending paths forward, designing strategies to identify customer needs, and staying up-to-date with marketing trends and tools.</li> </ul>                      |
| Topic 7 | <ul style="list-style-type: none"> <li>Personalizing the Prospect Experience: This topic is about creating personalized experiences for prospects. It includes strategies for consent management and recommendations to enhance the overall prospect experience.</li> </ul>  |

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### Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q73-Q78):

#### NEW QUESTION # 73

How often does Marketing Cloud Account Engagement check for changes in Salesforce

- A. 5 minutes
- B. 10 minutes
- C. 2 minutes
- D. 1 hour

Answer: C

#### NEW QUESTION # 74

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 creating a dynamic list based on the form being completed and use that list as the distribution list on the program
- B. 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
- 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: A

#### NEW QUESTION # 75

There are a number of unassigned prospects in the Lenoxsoft database that have not been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100. What automatic workflow can be created to prevent them from getting assigned?

- A. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days
- B. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- D. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Answer: A

#### NEW QUESTION # 76

There is Custom Field Type in Marketing Cloud Account Engagement called Email

- A. False
- B. True

**Answer: A**

#### NEW QUESTION # 77

LenoxSof finds that prospects are unsubscribing from emails, but they wants to make sure the prospects are intending to unsubscribe from all emails and it isn't a mistake.

What should be implemented?

- A. Opt prospects back in only if they have interacted with other marketing content and have a Marketing Cloud Account Engagement score greater than 10 using an automation rule.
- B. Set up a Marketing Cloud Account Engagement template for the automated resubscribe feature to have an email sent to allow opted out prospects to opt back in.
- C. Create a completion action to assign a task to the Assigned User to make a phone call to ensure the prospect intended to unsubscribe.
- D. Opting out a prospect is irreversible. A solution to confirm the opt out or opt prospects back in cannot be implemented.

**Answer: B**

#### NEW QUESTION # 78

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