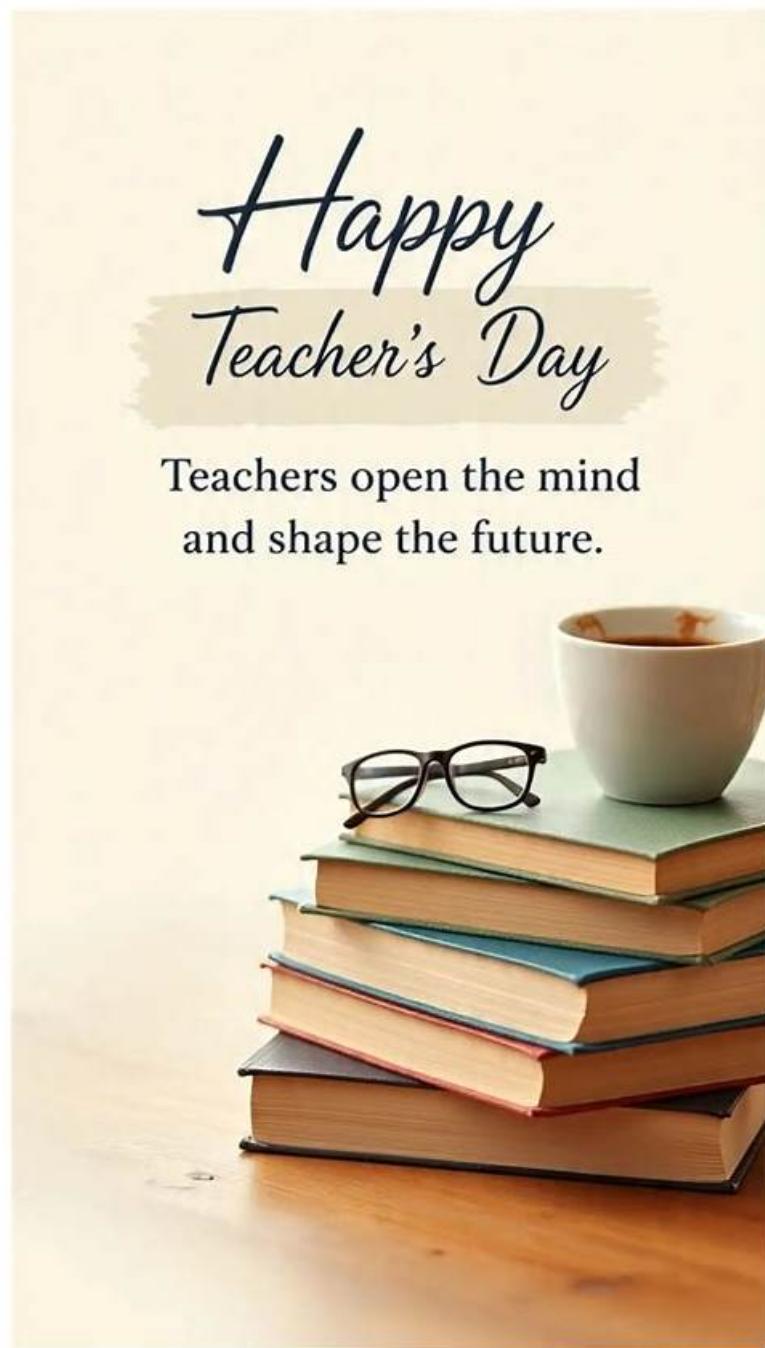


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### Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q118-Q123):

#### NEW QUESTION # 118

Several of the sales team members at LenoxSoft have shared that their customers are getting autoresponder emails, but they are not receiving other marketing sent emails. After investigating, they found that the leads and contacts in question are opted out. How should LenoxSoft enable these prospects to get marketing content again?

- A. Run a permission pass effort to all of the leads and contacts who have opted out.
- B. Create an automation rule to clear the opt out field on the leads and contacts.
- C. **Enable the prospect resubscribe feature in Marketing Cloud Account Engagement to allow prospects to opt back in.**

**Answer: C**

#### NEW QUESTION # 119

LenoxSoft wants to add 50 points to the scores for prospects who attended a webinar last month. How would you advise them to accomplish this?

- A. **Create a new automation rule.**
- B. Select all prospects in the webinar attendees table and use the table action at the bottom to add to their scores.
- C. Add a completion action to the form the prospects completed to register for the webinar.
- D. Create a new segmentation rule.

**Answer: A**

#### NEW QUESTION # 120

LenoxSoft wants Co ensure they're not over-emailing their target audience on specific email send actions in an Engagement Studio program.

What is the best way to help their marketing team achieve this goal?

- A. Set the Engagement Studio program to repeat every 10 days.
- B. **A Leverage Einstein Engagement Frequency in a rule step before the Email send action steps.**
- C. Automatically remove prospects from the program when an email reply trigger is met.
- D. Increase the wait time on the Email send action steps.

**Answer: B**

#### NEW QUESTION # 121

How many Social Posting Connectors is it possible to create

- A. **You can create as many Social Posting connectors as you want**
- B. Many but only one type
- C. One each type
- D. You can't use any Social Posting connector

## Answer: A

### NEW QUESTION # 122

How many automation rules can you have

- A. Always 100
- B. Marketing Cloud Account Engagement Growth Edition: 50 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 150
- C. Marketing Cloud Account Engagement Growth Edition: 50 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 200
- D. Marketing Cloud Account Engagement Growth Edition: 100 Marketing Cloud Account Engagement Plus Edition: 150 Marketing Cloud Account Engagement Advanced Edition: 200

## Answer: B

### NEW QUESTION # 123

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