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1. A customer wants to limit the number of emails a subscriber receives to a maximum of one email

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## Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q212-Q217):

### NEW QUESTION # 212

LenoxSoft has very specific lead qualification that has to be met before assigning prospects to an inside sales rep: \*The prospects must be located in Texas or California \*The prospects must submit their Request a demo form. When those two criteria are met they want to automatically assign the prospects to a inside sales rep. State is a required field on the Request a demo form. How would you have LenoxSoft automate the assignment?

- A. Run completion Action on form Request a demo with action assign to user
- B. Export the submission report & Import
- C. Run completion Action on form Request a demo with action notify Admin
- **D. Run an automation rule to assign based on the « Request demo » Submission & prospect status field**

**Answer: D**

### NEW QUESTION # 213

LenoxSoft sends a list email to the "2019 Tradeshow" list, and does not use a suppression list. The next day, an account manager wants to know why his prospect did not receive the email even though they were a member of the list. What could have prevented this prospect from receiving the list email?

- A. The prospect was no longer a member of the "2019 Tradeshow" list used for the email send.
- B. The prospect already received the email already received another Marketing Cloud Account Engagement email within the past business day, based on the account's business hours.
- C. The Dedicated IP address was not warmed up appropriately before the email was scheduled.
- **D. A second prospect with the same email address received the email under "allow multiple prospects with the same email address."**

**Answer: D**

### NEW QUESTION # 214

Which one is Marketing Cloud Account Engagement Video Connector

- A. YouTube
- **B. Wistia**
- C. Dailymotion
- D. Vimeo

**Answer: B**

### NEW QUESTION # 215

A consultant wants to design an automated grading system to increase efficiency and lead relevancy for LenoxSoft. Relevant leads have a 'Director' job title and are in the 'Technology' industry.

How should they design this automation strategy?

- A. Create a 'Director' scoring category, an automation rule to set the profile, and a second automation rule to increase their grade if industry is Technology'.
- B. Create a Director' profile, an automation rule to set the profile, and click the thumbs up or thumbs down icons on a prospect's Profile tab to set criteria matches.
- C. Create a 'Director' profile, an automation rule to set the profile, and a second automation rule to increase their score if industry is Technology'.
- **D. Create a Director' profile, an automation rule to set the profile, and a second automation rule to increase their grade if industry is 'Technology'.**

**Answer: D**

### NEW QUESTION # 216

Lenoxsoft has a product line that is business to consumer. They use the Lead object, but the Contact and Account objects are combined. The Marketing Cloud Account Engagement Administrator wants to enable person accounts and understand how this configuration affects the syncing from Marketing Cloud Account Engagement to Salesforce. Given default Marketing Cloud Account Engagement and Salesforce syncing behavior, which statement is correct when Person Account are enabled?

- A. Marketing Cloud Account Engagement will create a lead record in Salesforce, and when the lead is converted, Marketing Cloud Account Engagement will sync with contact and account.
- B. The Salesforce contact level and account level fields will only sync with prospect fields in Marketing Cloud Account Engagement.
- **C. Marketing Cloud Account Engagement will create a lead record in Salesforce, and when the lead is converted, Marketing Cloud Account Engagement will sync with the person account.**
- D. The Salesforce person account record will only sync with the prospect record in Marketing Cloud Account Engagement.

**Answer: C**

### NEW QUESTION # 217

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