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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 Account Engagement Consultant Sample Questions (Q119-Q124):

NEW QUESTION # 119

What is important to remember when creating custom prospect fields in Marketing Cloud Account Engagement? [Choose one answer]

- A. You can only create 50 custom fields in Marketing Cloud Account Engagement.
- B. The matching field in Salesforce must have the exactly the same name on the lead and contact object in order for Marketing Cloud Account Engagement to sync to both objects.
- C. Marketing Cloud Account Engagement cannot sync with formula fields in Salesforce
- D. Marketing Cloud Account Engagement cannot sync with multi picklist in Salesforce

Answer: B

NEW QUESTION # 120

How should the system administrator configure the account to provide specific users the ability to easily navigate across business units (BUs) to access assets in both regions?

- A. Create each user in both BUs > Map the same CRM username > Guide those users to find assets by navigating across BUs using the business unit switcher in the Marketing Cloud Account Engagement Lightning App
- B. Create each user in both BUs > Map the same CRM username > Guide those users to find assets by navigating across BUs using the business unit switcher in the Marketing Cloud Account Engagement Classic App
- C. Create each user in a single BU > Create a folder with the exact same name > Associate assets that are needed across regions to the folders that share names across BUs
- D. Create each user in a single BU > Create an asset with the exact same name in each BU > Ensure the users have access to one of the assets that share names across BUs

Answer: A

NEW QUESTION # 121

What is essential to setup when you are implementing Marketing Cloud Account Engagement for the first time? [Choose three answers]

- A. Setup DNS for each used domain and validate the connection
- B. Choose which sender IP to use
- C. Create and add a tracking code to the website
- D. Setup tracker subdomain and validate it

Answer: A,C,D

NEW QUESTION # 122

"LenoxSoft is migrating prospect records from an external system into Marketing Cloud Account Engagement.

In this external system, each prospect has 50 custom fields.

They are trying to decide which fields to recreate in Marketing Cloud Account Engagement before importing the records.

What are two ways they should decide which fields to recreate in Marketing Cloud Account Engagement?

Choose 2 answers

- A. Review existing forms and landing pages to understand what data needs to be collected.
- B. Filter existing prospect records to see which custom fields have the most data.
- C. Ask their accounting team to review and select the five most helpful fields.
- D. Pull a report of the data they intend to use for segmentation purposes.

Answer: A,D

NEW QUESTION # 123

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' profile, an automation rule to set the profile, and a second automation rule to increase their score if industry is Technology'.
- B. **Create a Director profile, an automation rule to set the profile, and a second automation rule to increase their grade if industry is 'Technology'.**
- C. 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'.
- D. 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.

Answer: B

NEW QUESTION # 124

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