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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q239-Q244):

NEW QUESTION # 239

Is it possible to split Dynamic Lists into more than two Static Lists?

- A. False
- B. True

Answer: B

NEW QUESTION # 240

"LenoxSoft is releasing a critical system change that requires their customers to take action in order to avoid service interruption. How could they communicate this to all Marketing Cloud Account Engagement prospects?"

- A. Send a list email to all prospects who are opted in.
- B. Send an automated operational email to all prospects.
- **C. Send an operational email to all prospects.**
- D. Send Engage emails to all prospect who are opted in.

Answer: C

NEW QUESTION # 241

"The LenoxSoft sales leadership has just implemented queues in Salesforce and wants to make sure their new leads coming from marketing nurtures are allocated fairly.

What should the Marketing Cloud Account Engagement administrator do to make sure new leads from nurture programs are properly routed in Salesforce?"

- **A. Configure users > set up a user group > have nurture programs assign prospects to the user group**
- B. Configure users > set up a custom role > have nurture programs assign prospects to users with the custom role
- C. Configure users > set up a round robin > have nurture programs assign prospects to the round robin
- D. Configure users > set up a queue > have nurture programs assign prospects to the queue

Answer: A

NEW QUESTION # 242

Can we connect Twilio SMS Center via Marketing Cloud Account Engagement Connector?"

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

Answer: B

NEW QUESTION # 243

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 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.
- C. 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.
- **D. By creating a dynamic list based on the form being completed and use that list as the distribution list on the program.**

Answer: D

NEW QUESTION # 244

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