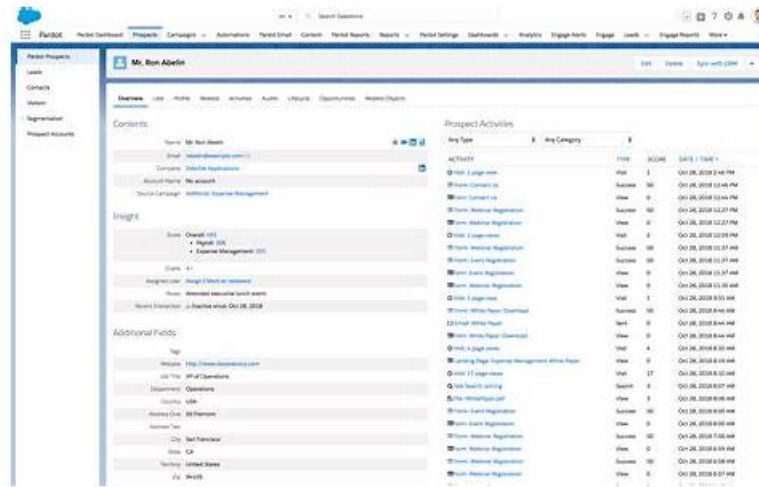


# Salesforce Marketing-Cloud-Account-Engagement-Consultant Questions - 100% Success Guaranteed [2026]



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## Salesforce Marketing-Cloud-Account-Engagement-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>• <b>Email Marketing:</b> Best practices and standards are the main focus of this topic. It ensures that email marketing strategies are applied effectively to meet customer business needs and achieve desired outcomes.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• <b>Lead Management:</b> 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 3	<ul style="list-style-type: none"> <li>• <b>Personalizing the Prospect Experience:</b> 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>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Account Configuration:</b> 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 5	<ul style="list-style-type: none"> <li>• <b>Evaluation:</b> 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 6	<ul style="list-style-type: none"> <li>• <b>Sales Emails and Alerts:</b> This topic covers the configuration and benefits of Sales Emails and Alerts.</li> </ul>

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### Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q63-Q68):

#### NEW QUESTION # 63

Which are Actions Available with Salesforce Connector (Choose three)

- A. Delete a Salesforce task
- B. Assign prospect to queue
- C. Assign prospect via Salesforce active assignment rule
- D. Add to Salesforce campaign
- E. Create a Salesforce event

Answer: B,C,D

#### NEW QUESTION # 64

LenoxSof mentions that they would like to invest in a content strategy but is afraid they don't have the resources. What do you advise?

- A. Post content from other websites on your own site.
- B. Focus on creating as much content as possible.
- C. Hire an agency to create content.
- D. Start a company blog and promote a few high-quality pieces of content.

Answer: D

#### NEW QUESTION # 65

Select available Webinar Scoring Rules

- A. Webinar Attended
- B. Webinar Invited
- C. Webinar Refusal
- D. Webinar Registered

Answer: A,B,D

#### NEW QUESTION # 66

A consultant wants to design an automated grading system to increase efficiency and lead relevancy for LenoxSof. 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 click the thumbs up or thumbs down icons on a prospect's Profile tab to set criteria matches.
- 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 a second automation rule to increase their score if industry is Technology'.

**Answer: B**

#### NEW QUESTION # 67

LenoxSofl hosts content in Marketing Cloud Account Engagement and makes it available to prospects via a form submission on their website. They have noticed a high number of form submissions, but some email addresses provided appear to be invalid or fake.

Which two strategies for gating content should ensure real prospects are the ones accessing the content?

Choose 2 answers

- A. Prospects with invalid emails are marked as 'Do Not Email' to avoid future communication.
- B. Using the data format drop-down, set the email validation option at the form level.
- C. Prospects with invalid emails are sent an autoresponder requesting email verification.
- D. Send the content via an autoresponder email with a link to download the content.

**Answer: B,C**

#### NEW QUESTION # 68

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