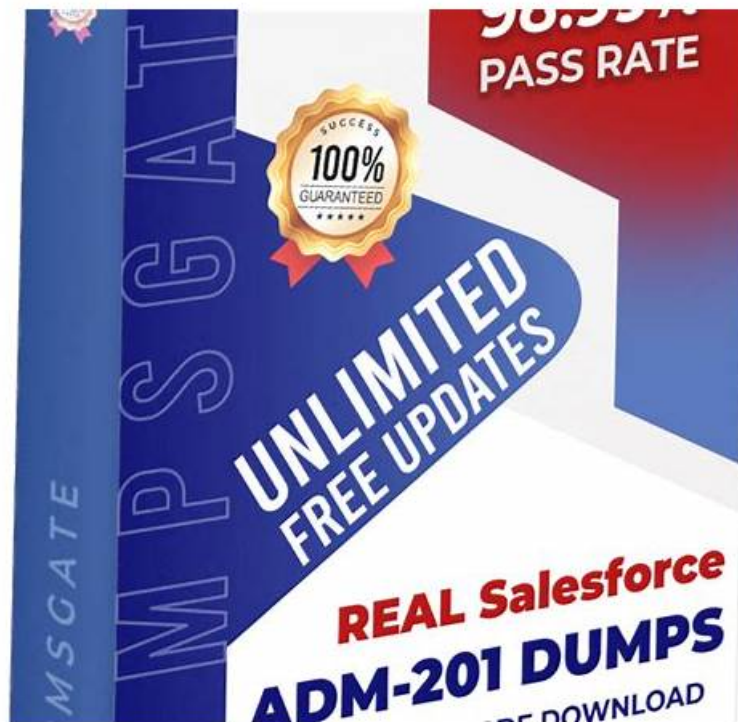


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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q145-Q150):

### NEW QUESTION # 145

LenoxSoft would like to enable the Google AdWords connector in Marketing Cloud Account Engagement. Which of the following would you NOT advise them on before they enable the connector?

- A. The connector will update all of their AdWords ads to include the tracking parameter, including those that were deleted or disabled.
- B. The connector cannot be linked directly to an MCC account.
- C. They should ensure their URL structures can handle parameters before verifying the connector.
- D. The connector will make copies of their AdWords ads (not including those that were deleted or disabled) and include the tracking parameter in the URL for the new versions.

**Answer: A**

#### NEW QUESTION # 146

LenoxSoff noticed they are getting a much higher unsubscribe rate and suspect it is due to bot activity. What should a consultant recommend to help prevent automatic unsubscribes from email scanners?

- A. Apply a <blockquote> tag to the unsubscribe link so scanners ignore it.
- B. Move the unsubscribe link to the header of the email instead of the footer.
- C. Enable two-click unsubscribe in Marketing Cloud Account Engagement.
- D. Immediately send prospects the resubscribe email template.

**Answer: B**

#### NEW QUESTION # 147

Lenoxsoft wants individual engagement programs for each of their sales 'Status' field values. They want to ensure as Status field values change, the prospect will automatically stop receiving the previous program and move to the next program to receive only the relevant content. What solution would you recommend

- A. Static list or Dynamic, both list can be used
- B. Test list
- C. Dynamic list
- D. Static list

**Answer: A**

#### NEW QUESTION # 148

LenoxSoff has a "Demo Request" landing page that is getting a lot of views, but not very many submissions. The marketing manager has the following requirements:

- \* Receive a notification when prospects view the page, but do not submit to see if they can retarget.
- \* Receive one notification per prospect.

How should a consultant accomplish this in Marketing Cloud Account Engagement?

- A. Dynamic list of all prospects who have submitted the form > Dynamic list of all prospects who have viewed landing page > User exports both lists and compares.
- B. Page action on the landing page to notify user upon view and add to list > Automation rule to remove from same list when form is submitted and notify user again.
- C. Dynamic list of all prospects who have viewed the landing page > Completion action on the form to remove prospects from the list upon form submission > User monitors list.
- D. Completion action on the form to tag "Submitted" > Automation rule to notify user with criteria of "Demo Request" landing page was viewed and tag isn't "Submitted".

**Answer: D**

#### NEW QUESTION # 149

LenoxSoff is launching a new customer newsletter and wants to ensure prospects who receive their product launch announcements are able to express interest in opting in to receive the newsletter as well. Which feature should meet their needs?

- A. Salesforce Engage and CRM Visible List
- B. Static Public List and Automation Rule

- C. Email Preference Center and Static Public List
- D. Email Preference Center and Dynamic Public List

**Answer: C**

## NEW QUESTION # 150

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