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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q197-Q202):

NEW QUESTION # 197

LenoxSoft has a Marketing Cloud Account Engagement form on their website that adds prospects to their monthly newsletter list upon completion. Recently, they have noticed some of the prospects on this list have invalid email addresses. What method should be used to only add valid email addresses to their list moving forward?

- A. Send an autoresponder to prospects who complete the form with a link to click to confirm opt-in status.
- B. Allow the assigned sales rep to call prospects upon form submission to confirm their email address.
- C. Edit the completion action on the form to only add to the list if the email address is valid.
- D. Use the list to send a permission pass email and remove all hard bounces.

Answer: A

NEW QUESTION # 198

"LenoxSoft wants to implement an ongoing targeted marketing effort focused on prospects in the high tech industry, with a score over 200, and a grade higher than a B.

If a prospect matches this criteria, they want to send a series of emails, add to a list, and notify the assigned sales representative. What Marketing Cloud Account Engagement feature should be used to accomplish this marketing effort?

- A. Create a static list to segment the prospects, and then schedule email list sends with completion actions
- B. Create a complex rule in Engagement Studio to segment the prospects, followed by a series of action steps "
- C. Create a list using a segmentation rule, then use completion actions on a form for the actions
- D. Create an automation rule with rules to segment the prospects and actions send the emails

Answer: B

NEW QUESTION # 199

How many scheduled Engagement Programs is it possible to have

- A. 0
- B. 1
- C. 2
- D. 3

Answer: B

NEW QUESTION # 200

There is Custom Field Type in Marketing Cloud Account Engagement called Email

- A. False
- B. True

Answer: A

NEW QUESTION # 201

A marketing user wants to create a newsletter list where prospects will be automatically added based on a specific set of criteria. However, they also want to make sure sales users can manually add their prospects to the list even if they don't match the criteria. Which automation tool should be used?

- A. Dynamic list
- B. Completion action
- C. Automation rule
- D. Segmentation rule

Answer: C

NEW QUESTION # 202

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