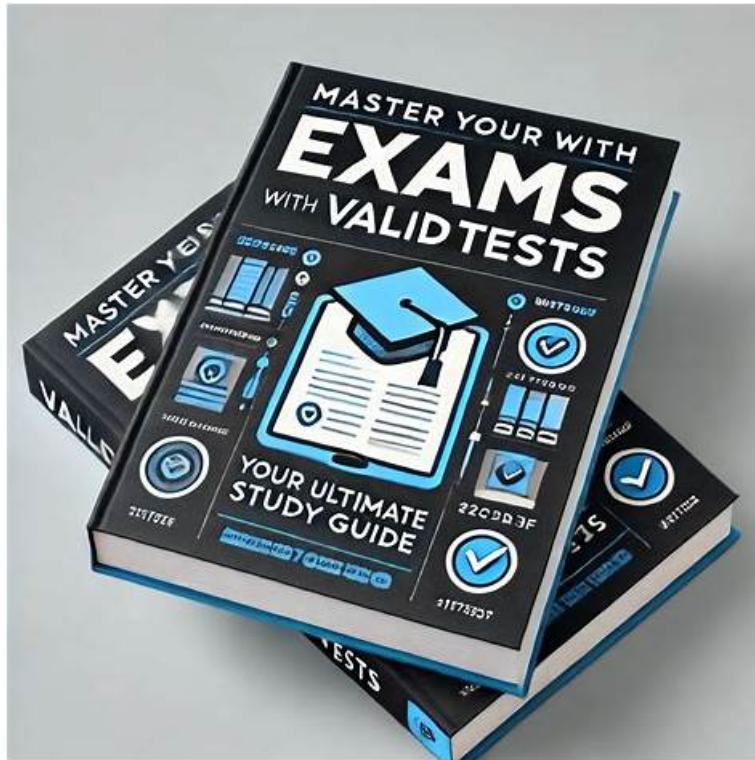


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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q138-Q143):

NEW QUESTION # 138

LenoxSoft has a grading profile for business units in both United States and Canada. Both profiles contain options for the industry field and several prospects with the grade of "A". What do we know about LenoxSoft current grading strategy?

- A. LenoxSoft added location based criteria
- B. LenoxSoft must add prospect to a dynamic list
- C. LenoxSoft uses an automation rule to match the criteria US or Canada to make a grading impact.
- D. LenoxSoft uses location based scoring categories .

Answer: C

NEW QUESTION # 139

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- A. Send using an automation rule
- B. Send using a segmentation rule.
- C. Send using the form's completion actions.
- D. Use a dynamic list to use as a recipient list on an email send.

Answer: C

NEW QUESTION # 140

Lenoxsoft's licensing software is based on annual contract renewals. The marketing department is struggling to send reminders to customers, and the sales department has no insight into what reminders marketing is sending. Lenoxsoft uses the custom field "Contract" which contains the value "Renewed" for prospects who have already renewed or is blank if they have yet to renew. Lenoxsoft wishes to set up an Engagement program that does the following: - Automatically adds/removes Prospects to the Renewal Engagement program based on their renewal status - Sends a series of reminders to Prospects who have NOT yet renewed - Gives sales continuous insight into prospect engagement with the program. Based on the requirements outlined, which of the following is the best process for Lenoxsoft to set up?

- A. Build an automation rule with the criteria of :: Prospect Custom Field :: contract:: is:: blank. Add an action of "Add to List" and an action of "Notify assigned user."
- B. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."
- C. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."
- D. Build a dynamic list with the criteria of: Prospect Custom Field :: Contract:: is:: blank. Associate the list to the Renewal Engagement program and add an action of "Notify assigned user" at intervals.

Answer: D

NEW QUESTION # 141

When mapping fields between Marketing Cloud Account Engagement and Salesforce how can you control the synchronization?

- A. Use the most recently updated record
- B. Use Marketing Cloud Account Engagement's value
- C. All of the above
- D. Use Salesforce's value

Answer: C

NEW QUESTION # 142

Select available Social Posting Connectors

- A. WhatsApp
- B. Facebook
- C. Tumblr
- D. LinkedIn
- E. Twitter

- F. Instagram
- G. Zone

Answer: B,D,E

NEW QUESTION # 143

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