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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q163-Q168):

NEW QUESTION # 163

Lenoxsofts 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 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."
- **B. 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.**
- 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 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."

Answer: B

NEW QUESTION # 164

LenoxSoft wanted to deduct a prospect's score by 100 points if they visited their careers page on the website, what would be the best recommendation to implement?

- A. Completion action
- **B. Page action**
- C. Custom redirect
- D. Automation rule

Answer: B

NEW QUESTION # 165

LenoxSoft uses a 3rd party webinar platform. They want to create an automated process using an engagement program that sends a different email based on whether or not a prospect has registered for a webinar.

What should a consultant configure in Marketing Cloud Account Engagement and Salesforce in order to meet this use case?

- A. Export the registration list from the webinar platform, import it into Marketing Cloud Account Engagement and use it as a recipient list for the engagement program.
- **B. A Build a custom connector for the webinar platform and use a custom trigger in Engagement Studio to listen for the webinar registration,**
- C. Create an engagement program for the webinar and use a Prospect Webinar trigger in the program to listen for the webinar registration.
- D. Create a marketing app extension for the webinar platform, add an activity type for webinar registrations, and use an External Activity trigger in Engagement Studio to listen for the webinar registration.

Answer: B

NEW QUESTION # 166

"LenoxSoft wants to ensure that if a lead or contact no longer meets market data sharing rules for a business unit (BU) the prospect is no longer active in the BU they previously matched.

What behavior should be expected in Marketing Cloud Account Engagement when a lead or contact no longer matches a market data sharing rule?

- A. The prospect is unassigned from its user
- B. The prospect is marked as opted out
- **C. The prospect is sent to the recycle bin**
- D. The prospect is marked as do not email

Answer: C

NEW QUESTION # 167

LenoxSoft wants to evenly assign prospects to their Sales team that meets either set of qualification criteria:

Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater

than C+ and score is greater than 150. What ways would you recommend in this scenario?

- A. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- B. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin
- C. Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- **D. Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin**

Answer: D

NEW QUESTION # 168

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