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1. A customer wants to limit the number of emails a subscriber receives to a maximum of one email

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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q136-Q141):

### NEW QUESTION # 136

LenoxSoft 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 viewed the landing page > Completion action on the form to remove prospects from the list upon form submission > User monitors list.
- B. 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.
- C. 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".
- D. 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.

Answer: C

### NEW QUESTION # 137

Which is true about Visitor Filters?

- A. You can filter by a hostname
- B. Use filters to exclude some types of visits, clicks, or other actions from your campaign results and email notifications
- C. You can filter by a hostname wildcard
- D. You can't filter your own company IP
- E. You can the filter by IP

Answer: A,B,C,E

### NEW QUESTION # 138

During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Marketing Cloud Account Engagement features are the minimum requirement for a successful Engagement Program?

- A. CNAME > Salesforce connector > Email Templates > Lists > Engagement program
- B. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program
- C. CNAME > Email Authentication > Email templates > Lists > Engagement program
- D. Email Authentication > Salesforce Connector > Email templates > Users > Engagement program

Answer: C

### NEW QUESTION # 139

LenoxSoft has a Product Interest form where prospects can select a field value for which product lines they are interested in. The company wants that form field to automatically add prospects to a list for the product line they are interested in. If they select "Product Line A," it will add them to the "Product Line A" list. If the prospect field value doesn't contain "Product Line A," they would also like them to be removed from the list.

Which automation tool in Marketing Cloud Account Engagement should be used?

- A. Segmentation rule
- B. Automation rule

- C. Completion action
- D. Dynamic list

**Answer: D**

#### NEW QUESTION # 140

How could LenoxSoft benefit from Engage Reports?

- A. Users can analyze the performance of their templated and non-templated emails.
- B. Sales Managers can analyze lead information like prospect activity, scores, and grades.
- C. Sales Managers can receive desktop notifications for their teams' email activities.
- D. Users can analyze form submission performance for the prospects they have emailed.

**Answer: A**

#### NEW QUESTION # 141

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