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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q213-Q218):

### NEW QUESTION # 213

LenoxSoft shows you a record where the prospect has many activities that are email clicks from the same email. Looking at the prospect's audits, you see visitor association changes where the prospect forwarded the email to colleagues who clicked the link in the email causing the cookie intended for the original recipient to track the colleagues. Which of the following is not a Marketing Cloud Account Engagement best practice for preventing this issue in the future?

- A. Use the "Forward to a friend" variable tag in Marketing Cloud Account Engagement emails
- **B. Enable the Marketing Cloud Account Engagement account setting "Prevent Cookie Crossing"**
- C. Enable the "Not You?" link to display on the Marketing Cloud Account Engagement form
- D. Enable Kiosk mode on the Marketing Cloud Account Engagement form

**Answer: B**

### NEW QUESTION # 214

LenoxSoft wants Co ensure they're not over-emailing their target audience on specific email send actions in an Engagement Studio program.

What is the best way to help their marketing team achieve this goal?

- A. Set the Engagement Studio program to repeat every 10 days.
- **B. A Leverage Einstein Engagement Frequency in a rule step before the Email send action steps.**
- C. Increase the wait time on the Email send action steps.
- D. Automatically remove prospects from the program when an email reply trigger is met.

**Answer: B**

### NEW QUESTION # 215

What would an Administrator set up to have a document automatically download after a successful form completion?

- **A. Create an email template that includes a link to your document. On your form, add a completion action to "Send autoresponder email" and select the email template that includes the document.**
- B. Include a link to the content in the Thank You Content of the form
- C. Redirect the prospect directly to the URL of the content by checking the box labeled "Redirect the prospect instead of showing the form's Thank You Content."
- D. Redirect the prospect to a landing page that has a link to download the content by checking the box labelled "Redirect the prospect instead of showing the form's Thank You Content."

**Answer: A**

### NEW QUESTION # 216

LenoxSoft wants to foster a closer relationship between customers and their customer success team. Each customer account is owned by a LenoxSoft success team member, who should be the sender of all Marketing Cloud Account Engagement emails sent to any contacts at that account.

Which setting would make the Marketing Cloud Account Engagement email send from the appropriate success team member?

- A. Set the sender of the email as a specific user.
- B. Set the sender of the email as the assigned owner.
- **C. Set the sender of the email as the account owner.**
- D. Set the sender of the email as a custom CRM user.

**Answer: C**

### NEW QUESTION # 217

Select available Social Media Connectors

- A. Facebook
- B. FullContact
- C. AddThis
- D. Twitter
- E. CD LinkedIn

**Answer: B,C**

## NEW QUESTION # 218

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