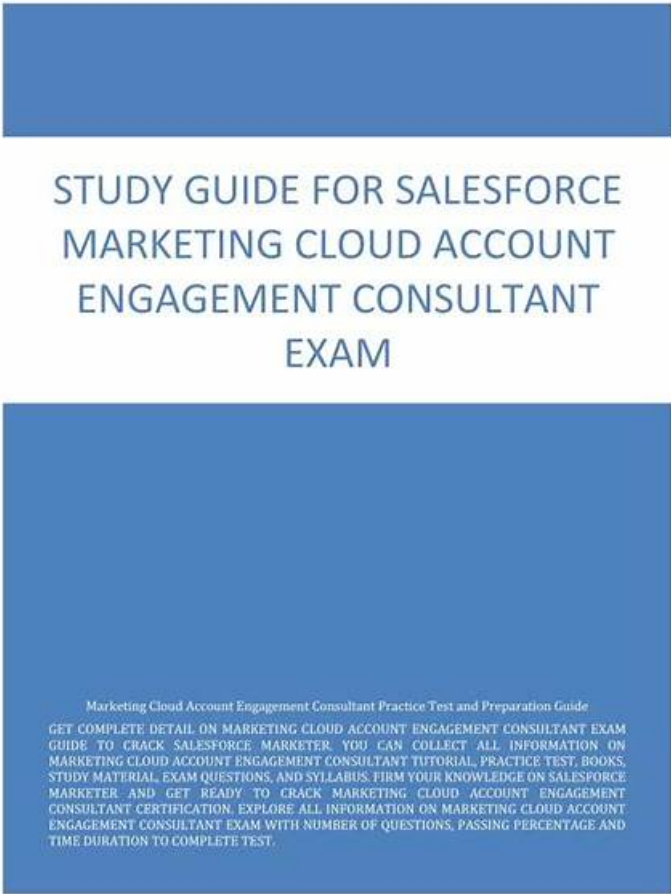


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Salesforce Marketing-Cloud-Account-Engagement-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Lead Management: This topic covers the development and recommendation of lead generation strategies, including the classification of prospects and the routing of qualified and unqualified leads.

Topic 2	<ul style="list-style-type: none"> • Email Marketing: Best practices and standards are the main focus of this topic. It ensures that email marketing strategies are applied effectively to meet customer business needs and achieve desired outcomes.
Topic 3	<ul style="list-style-type: none"> • Personalizing the Prospect Experience: This topic is about creating personalized experiences for prospects. It includes strategies for consent management and recommendations to enhance the overall prospect experience.
Topic 4	<ul style="list-style-type: none"> • Reporting, Metrics, and Analytics: Technical setup requirements and reporting methods are the key sub-topics here.
Topic 5	<ul style="list-style-type: none"> • Account Configuration: This topic focuses on the technical side, including the implications of technical setup and data migration. It also covers the important issue of maintaining data integrity during the migration process and the development of a usage governance plan.
Topic 6	<ul style="list-style-type: none"> • Evaluation: The assessment and recommendation process is key to this topic. It covers sub-topics such as analyzing and recommending paths forward, designing strategies to identify customer needs, and staying up-to-date with marketing trends and tools.

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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q161-Q166):

NEW QUESTION # 161

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. Custom redirect
- **C. Page action**
- D. Automation rule

Answer: C

NEW QUESTION # 162

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

Answer: D

NEW QUESTION # 163

A customer has a CSV file of existing leads and contacts they want to import into Marketing Cloud Account Engagement as new prospects. Their Salesforce org contains duplicate leads and contacts with the same email address. They want to make sure the newly created prospects in Marketing Cloud Account Engagement are linked to specific lead and contact records in Salesforce. Their Marketing Cloud Account Engagement account allows multiple prospects with the same email address. What import method should be recommended?

- A. Q Match records by email address
- B. Match records by Account ID
- C. Match records by fuzzy match rules
- **D. Match records by CRM ID**

Answer: D

NEW QUESTION # 164

The marketing team you consult with wants to assign prospects to a sales user when the prospects meets at least one of the following criteria: * Successfully complete a "Request a Quote" form, OR * Has a score above 175 and a grade above B+ Which assignment model will best achieve their goals?

- A. Completion Action
- B. Page Action
- C. Automation rule match All
- **D. Automation rule match Any**

Answer: D

NEW QUESTION # 165

Select available User Roles

- **A. Sales**
- **B. CD Marketing**
- **C. Administrator**
- D. Marketing Manager
- E. Sales User
- **F. Sales Manager**

Answer: A,B,C,F

NEW QUESTION # 166

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