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

Topic	Details
Topic 1	<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 2	<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 3	<ul style="list-style-type: none"> • Sales Emails and Alerts: This topic covers the configuration and benefits of Sales Emails and Alerts.
Topic 4	<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 5	<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.
Topic 6	<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.

Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q67-Q72):

NEW QUESTION # 67

What access should sales and marketing users have to access embedded analytics dashboards?

- A. Marketing Cloud Account Engagement user connected to a Salesforce user through User Sync
- B. Marketing Cloud Account Engagement Administrator user role and the Marketing Cloud Account Engagement Permission set assigned
- C. Marketing Cloud Account Engagement Permission Set and "View Reports" Marketing Cloud Account Engagement user permission
- **D. The "Analytics View Only Embedded App" permission set license**

Answer: D

NEW QUESTION # 68

Which are true about Marketing Cloud Account Engagement Recycle Bin

- **A. Admins can permanently delete prospects in the recycle bin. Marketing Cloud Account Engagement no longer tracks prospects when they're permanently deleted**
- B. Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin
- **C. Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin**
- **D. Tags are deleted permanently and don't appear in the recycle bin**
- E. A deleted prospect is restored when the Salesforce record it's syncing with is undeleted
- **F. If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign**
- **G. Items in the recycle bin don't count toward usage limits**

Answer: A,C,D,F,G

NEW QUESTION # 69

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

Answer: B

NEW QUESTION # 70

A company uses multiple Marketing Cloud Account Engagement business units and wants to set up B2B Marketing Analytics. What is considered true about using B2BMA with business units?

- **A. Each business unit can only have one associated B2B Marketing Analytics app.**
- B. There is an option to create a unique app for each business unit or one joined app for all business units.
- C. The app will create unique datasets for each business unit.
- D. Each dashboard will have an option to filter by business unit.

Answer: A

NEW QUESTION # 71

LenoxSoft is a global company interested in creating Marketing Cloud Account Engagement Business Units (PBUs) to support their regional needs. How should they to access PBU features?

- A. Move all users to Salesforce Lightning
- **B. Use the Marketing Cloud Account Engagement Lightning App**
- C. Enable "Business Unit" connector setting
- D. Purchase separate Marketing Cloud Account Engagement accounts

Answer: B

Explanation:

https://help.salesforce.com/articleView?id=sfMarketing_Cloud_Account_Engagement_sf_connector_pbus_parent.htm&type=5

NEW QUESTION # 72

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