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

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• Automating Business Processes: Here, the emphasis is on selecting the right tools and designing sequences of events to streamline marketing initiatives.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q92-Q97):

### NEW QUESTION # 92

What is true about scoring? [Choose one answer]

- A. Marketing Cloud Account Engagement comes with a scoring model that cannot be adjusted or changed.
- B. It is not possible to reset a prospect's score to 0.
- C. Salesforce opportunities can influence a prospect's score.
- D. Marketing Cloud Account Engagement will automatically assign prospects a score from F- to A+.

**Answer: C**

### NEW QUESTION # 93

Lenoxsoft has a product line that is business to consumer. They use the Lead object, but the Contact and Account objects are combined. The Marketing Cloud Account Engagement Administrator wants to enable person accounts and understand how this configuration affects the syncing from Marketing Cloud Account Engagement to Salesforce. Given default Marketing Cloud Account Engagement and Salesforce syncing behavior, which statement is correct when Person Account are enabled?

- A. Marketing Cloud Account Engagement will create a lead record in Salesforce, and when the lead is converted, Marketing Cloud Account Engagement will sync with contact and account.
- B. The Salesforce person account record will only sync with the prospect record in Marketing Cloud Account Engagement.
- C. The Salesforce contact level and account level fields will only sync with prospect fields in Marketing Cloud Account Engagement.
- D. Marketing Cloud Account Engagement will create a lead record in Salesforce, and when the lead is converted, Marketing Cloud Account Engagement will sync with the person account.

**Answer: D**

### NEW QUESTION # 94

What task should be completed to surface engagement history metrics on campaigns after enabling connected campaigns and

assigning the correct permissions?

- A. Add engagement history activity related lists to lead & contact page layouts.
- B. Add engagement history metrics related lists to campaign page layouts.
- C. Add emails to campaign start displaying engagement history metrics on campaigns.
- D. Add engagement history lightning component to lead & contact page layouts.

**Answer: A**

#### NEW QUESTION # 95

The marketing team likes to thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them. What Marketing Cloud Account Engagement feature of email now can be used to run these tests?

- A. Create a dynamic list of approved users to use as the recipient list in the sending tab.
- B. Create a static list of approved users to use as the recipient list in the sending tab.
- C. Create a one off email test send by entering an email address in the Send to Emails section of the testing tab
- D. Create a test list of approved users to use in the testing tab of the email now.

**Answer: D**

#### NEW QUESTION # 96

LenoxSoft just published a buyer's guide, which includes ROI calculators, pricing information, and implementation details. Which audience would gain the maximum benefit from receiving a guide?

- A. Prospects at the top of the funnel - newly sourced from a tradeshow.
- B. Prospects who have transitioned out of the funnel - with a recently closed deal.
- C. Prospects at the bottom of the funnel - actively deciding between vendors.
- D. Prospects at the middle of the funnel - interacting with blog content only.

**Answer: A**

#### NEW QUESTION # 97

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