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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q58-Q63):

NEW QUESTION # 58

LenoxSoft has an event coming up and wants to have a landing page to collect registrations. They want to create the page using a

drag-and-drop experience and don't want to use any HTML or CSS.
How should a consultant recommend setting this up?

- A. Create a landing page using the enhanced landing page experience. Use the HTML component to iframe in a Marketing Cloud Account Engagement form to track submissions.
- B. Create a custom layout template in Marketing Cloud Account Engagement that contains form elements. Create a landing page using that template.
- **C. Create a landing page using the enhanced landing page experience. Use the Marketing Cloud Account Engagement Form component to add a Marketing Cloud Account Engagement form to track submissions.**
- D. Create both a landing page and form using the enhanced landing page experience.

Answer: C

NEW QUESTION # 59

LenoxSoft's marketing team wants to use one repeating program to continually nurture cold and unengaged leads, but wants the content for the emails sent through the program to be tailored based on how many times the prospect has entered the program. They have decided to create a custom field called "Repeated Engagement" and increment that field by +1 each time a prospect enters the program.

Using this method, how should the team meet this need?

- **A. Create dynamic content based on the "Repeated Engagement" field for use in the emails sent in the program**
- B. Use the "Repeated Engagement" field to both suppress prospects from the original program and add them to new programs.
- C. Create an automation rule that adds prospects to static lists to feed new programs after each entry.
- D. Use rule steps to send prospects down unique paths in the program based on the "Repeated Engagement" field value.

Answer: A

NEW QUESTION # 60

"LenoxSoft is migrating prospect records from an external system into Marketing Cloud Account Engagement.

In this external system, each prospect has 50 custom fields.

They are trying to decide which fields to recreate in Marketing Cloud Account Engagement before importing in the records.

What are two ways they should decide which fields to recreate in Marketing Cloud Account Engagement?

Choose 2 answers

- **A. Pull a report of the data they intend to use for segmentation purposes.**
- **B. Review existing forms and landing pages to understand what data needs to be collected.**
- C. Filter existing prospect records to see which custom fields have the most data.
- D. Ask their accounting team to review and select the five most helpful fields.

Answer: A,B

NEW QUESTION # 61

LenoxSoft is setting up a brand new Marketing Cloud Account Engagement business unit. They have identified a set of five users in Salesforce who will need to have Administrator roles in Marketing Cloud Account Engagement.

What should they do to provide these users access to Marketing Cloud Account Engagement?

- **A. Import the users into Marketing Cloud Account Engagement and select the Administrator role on their Marketing Cloud Account Engagement user records.**
- B. Change each user's profile in Salesforce to the System Administrator role, which will create them as Administrator users in Marketing Cloud Account Engagement.
- C. Provide each user with a unique activation link to create their own Administrator user records in Marketing Cloud Account Engagement.
- D. Add users to the Marketing Users group from Marketing Setup in Salesforce and map their user profiles to the Administrator roles.

Answer: A

NEW QUESTION # 62

How many automation rules can you have

- A. Always 100
- B. Marketing Cloud Account Engagement Growth Edition: 100 Marketing Cloud Account Engagement Plus Edition: 150 Marketing Cloud Account Engagement Advanced Edition: 200
- C. Marketing Cloud Account Engagement Growth Edition: 50 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 150
- D. Marketing Cloud Account Engagement Growth Edition: 50 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 200

Answer: C

NEW QUESTION # 63

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