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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q133-Q138):

NEW QUESTION # 133

LenoxSoft has a requirement to provide visitors to their website a consistent transition between their own hosted, branded web assets and LenoxSoft Marketing Cloud Account Engagement forms and assets.

What should be implemented to meet this requirement?

- A. Page actions
- B. IP allowlist

- C. Tracker domain
- D. Custom redirects

Answer: C

NEW QUESTION # 134

Lenoxsoft uses their existing email sending platform to send a monthly promotional email to subscribers on the 15th of each month. They are beginning their Marketing Cloud Account Engagement implementation on the 5th and must send the email on time. They have asked to focus on the minimum setup in Marketing Cloud Account Engagement in order to meet their email send deadline. Based on the above constraints, what should the Consultant determine to be the first steps in Marketing Cloud Account Engagement?

- A. Create a folder structure, import, and map sales users, and transfer email templates into Marketing Cloud Account Engagement.
- B. Implement Marketing Cloud Account Engagement tracking code, set up email authentication, and create page actions for website views.
- C. Set up a Marketing Cloud Account Engagement campaign, import necessary subscriber lists, and transfer email templates to Marketing Cloud Account Engagement.
- D. Set up email authentication, import necessary subscriber lists, and transfer email templates into Marketing Cloud Account Engagement.

Answer: D

NEW QUESTION # 135

Is it possible to split Dynamic List to other Dynamic Lists?

- A. True
- B. False

Answer: B

NEW QUESTION # 136

Can Email Preference Center demand for logging in

- A. True
- B. False

Answer: B

NEW QUESTION # 137

It is possible to assign certain Prospect to selected Scoring Category

- A. True
- B. False

Answer: B

NEW QUESTION # 138

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