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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q77-Q82):

NEW QUESTION # 77

LenoxSof uses Salesforce Campaigns and wants to make sure their reports reflect engagement driven by Marketing Cloud Account Engagement marketing efforts as well as Salesforce driven activity on the campaign. Which features should they enable and utilize?

- A. Connected Campaigns and Engagement Studio
- **B. Connected Campaigns and Campaign Influence**
- C. Salesforce User Sync and Campaign Influence
- D. Campaign Influence and Marketing Data Sharing

Answer: B

NEW QUESTION # 78

LenoxSoft offers a range of products and each product has a unique website with a custom domain. They want to build landing pages in Marketing Cloud Account Engagement for upcoming webinars that appear to have a webpage URL that appropriately coordinates with the featured product.

What should be done to ensure each landing page URL looks like it is a part of the unique product website?

- A. Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.
- B. Create a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.
- C. Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.
- D. Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page.

Answer: C

NEW QUESTION # 79

Upon provisioning Marketing Cloud Account Engagement, LenoxSoft's Salesforce administrator identifies that a new user, B2BMA Integration, is created. What would be the explanation for this new user?

- A. B2BMA Integration is an automatically provisioned user that enables user sync from Salesforce to Marketing Cloud Account Engagement.
- B. B2BMA Integration is an automatically provisioned user that connects to Salesforce to sync data.
- C. B2BMA Integration is an automatically provisioned user that sends data to Einstein Analytics for B2B Marketing.
- D. B2BMA Integration is an automatically provisioned user that creates Engagement History objects in Salesforce.

Answer: B

NEW QUESTION # 80

LenoxSoft would like to set custom scoring based on event attendance. What scoring options are available through the Marketing Cloud Account Engagement Connectors?

- A. Webinar: Attended/NoShow/Registered Event :Checked In/Registered
- B. Webinar & Event Registrations & Attendance
- C. Only Webinar & Event Attendance
- D. Webinar & Event invite. Registrations & Attendance

Answer: A

NEW QUESTION # 81

LenoxSoft is launching a new customer newsletter and wants to ensure prospects who receive their product launch announcements are able to express interest in opting in to receive the newsletter as well. Which feature should meet their needs?

- A. Salesforce Engage and CRM Visible List
- B. Email Preference Center and Static Public List
- C. Email Preference Center and Dynamic Public List
- D. Static Public List and Automation Rule

Answer: B

NEW QUESTION # 82

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