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## **Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q214-Q219):**

#### NEW QUESTION # 214

It is possible to assign certain Prospect to selected Scoring Category

- A. False
- B. True

Answer: A

#### NEW QUESTION # 215

During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Marketing Cloud Account Engagement features are the minimum requirement for a successful Engagement Program?

- A. CNAME > Email Authentication > Email templates > Lists > Engagement program
- B. CNAME > Salesforce connector > Email Templates > Lists > Engagement program
- C. Email Authentication > Salesforce Connector > Email templates > Users > Engagement program
- D. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program

Answer: A

#### NEW QUESTION # 216

What is essential to setup when you are implementing Marketing Cloud Account Engagement for the first time? [Choose three answers]

- A. Setup tracker subdomain and validate it
- B. Create and add a tracking code to the website
- C. Choose which sender IP to use
- D. Setup DNS for each used domain and validate the connection

Answer: A,B,D

#### NEW QUESTION # 217

How should the system administrator configure the account to provide specific users the ability to easily navigate across business units (BUs) to access assets in both regions?

- A. Create each user in both BUs > Map the same CRM username > Guide those users to find assets by navigating across BUs using the business unit switcher in the Marketing Cloud Account Engagement Lightning App
- B. Create each user in both BUs > Map the same CRM username > Guide those users to find assets by navigating across BUs using the business unit switcher in the Marketing Cloud Account Engagement Classic App
- C. Create each user in a single BU > Create an asset with the exact same name in each BU > Ensure the users have access to one of the assets that share names across BUs
- D. Create each user in a single BU > Create a folder with the exact same name > Associate assets that are needed across regions to the folders that share names across BUs

Answer: A

#### NEW QUESTION # 218

LenoxSoft is moving their forms from an external vendor into Marketing Cloud Account Engagement. The forms contain both default and custom fields. They want the forms to be hosted by Marketing Cloud Account Engagement for tracking purposes, but want to retain the same look and feel.

Which two actions should be taken to achieve this?

Choose 2 answers

- A. Create the existing form links as custom redirects in Marketing Cloud Account Engagement for tracking.
- B. Migrate the HTML and CSS of the current form into a new Marketing Cloud Account Engagement layout template.
- C. Create the custom fields needed for the forms individually in Marketing Cloud Account Engagement.

- D. Import the list of custom fields used on their forms to create the fields in Marketing Cloud Account Engagement.

**Answer: B,C**

Explanation:

Explanation

[https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement\\_automation\\_page\\_actions.htm&type=5](https://help.salesforce.com/articleView?id=sf.Marketing%20Account%20Engagement_automation_page_actions.htm&type=5)

## NEW QUESTION # 219

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