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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q93-Q98):

NEW QUESTION # 93
LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce,

and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Marketing Cloud Account Engagement to ensure a high deliverability rate in their initial Marketing Cloud Account Engagement email sends. Choose 2 answers:

- A. When was the last time a prospect was emailed in their current email provider.
- B. Identify the currently mailable and unmailable prospects in their current email provider.
- C. How many emails a month were sent from the current email provider
- D. The date LenoxSoft last compared data between the email provider and Salesforce.

Answer: A,B

NEW QUESTION # 94
"The LenoxSoft sales leadership has just implemented queues in Salesforce and wants to make sure their new leads coming from marketing nurtures are allocated fairly.
What should the Marketing Cloud Account Engagement administrator do to make sure new leads from nurture programs are properly routed in Salesforce?

- A. Configure users > set up a queue > have nurture programs assign prospects to the queue
- B. Configure users > set up a round robin > have nurture programs assign prospects to the round robin
- C. Configure users > set up a custom role > have nurture programs assign prospects to users with the custom role
- D. Configure users > set up a user group > have nurture programs assign prospects to the user group

Answer: D

NEW QUESTION # 95
Lenoxsoft currently uses a Salesforce workflow to continually look for old and new leads that meet certain criteria under Job title and Industry, and adds them to a Salesforce campaign. The Marketing Cloud Account Engagement connector is verified and their existing Salesforce records have been reviewed, but they have yet to sync this data to Marketing Cloud Account Engagement. Lenox wishes to replicate this process within Marketing Cloud Account Engagement with the following requirements: - Prospects with a job title of "CEO" and Industry of "Software" are added to the Salesforce campaign. Based on those requirements, which steps should Lenoxsoft prioritize to replicate their process?

- A. Import a .csv file of prospects. Build an Automation rule with criteria :: Job Title :: CEO :: Industry :: Software, action :: add to Salesforce Campaign
- B. Import a .csv file of prospects. Build an Segmentation rule with criteria :: Job Title:: CEO :: Industry ::Software, action :: add to Salesforce Campaign
- C. Create a dynamic list to sync prospects from Salesforce. Build a segmentation rule with the criteria :: Job Title :: CEO :: Industry :: Software, action :: add to the Salesforce campaign.
- D. Create a dynamic list to sync prospects from Salesforce. Build an Automation rule with criteria :: Job Title:: CEO :: Industry:: Software, action :: add to the Salesforce campaign.

Answer: A,D

NEW QUESTION # 96
LenoxSoft wants to create a re-engagement program that will nurture prospects if they're last activity is greater than 90 days. Once they begin the re-engagement program, if they become active, the prospects need to remain in the program. Which solution would you recommend ?

- A. Test List
- B. Dynamic List
- C. Static or Dynamic list
- D. Static List

Answer: D

NEW QUESTION # 97

The sales team has identified a group of leads who would be a good fit to purchase, but are not yet ready to do so.
What should the marketing team do with these leads until they are ready to purchase?

- A. Create an engagement program to send educational content and notify sales if they engage.
- B. Reset the prospect's score to 0 and reassign to sales once they submit a form to show interest.
- C. Send the prospects a monthly newsletter with product demos or free trial offers.
- D. Add the prospects to a suppression list to keep them from receiving marketing emails until they are ready to purchase.

Answer: D

NEW QUESTION # 98
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