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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q113-Q118):

### NEW QUESTION # 113

What is true about scoring? [Choose one answer]

- A. Marketing Cloud Account Engagement will automatically assign prospects a score from F- to A+.
- B. It is not possible to reset a prospect's score to 0.
- C. Salesforce opportunities can influence a prospect's score.

- D. Marketing Cloud Account Engagement comes with a scoring model that cannot be adjusted or changed.

**Answer: C**

#### NEW QUESTION # 114

LenoxSoft wants to evenly assign prospects to their Sales team that meets either set of qualification criteria:

Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater than C+ and score is greater than 150. What ways would you recommend in this scenario?

- A. Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- B. Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- C. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- D. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin

**Answer: B**

#### NEW QUESTION # 115

LenoxSoft wants to automatically nurture prospects who complete any of their white paper forms. There is a particular form for a high-value white paper. They want to ensure prospects who complete this form are sent down a particular path in the nurture program.

How should this be set up?

- A. Add completion actions to the form: add to list and add to Salesforce campaign > add the list as the recipient list in an engagement program > add a step checking if the prospect downloaded the white paper file successfully
- B. Add completion actions to the form: add to list and add tag > add the list as the recipient list in an engagement program > add a step checking for if the prospect has the tag related to the white paper download
- C. Add completion actions to the form: add to list and assign to user > add the list as the recipient list in an engagement program > add a step checking for the Salesforce campaign membership related to the white paper

**Answer: B**

#### NEW QUESTION # 116

Lenoxsofts licensing software is based on annual contract renewals. The marketing department is struggling to send reminders to customers, and the sales department has no insight into what reminders marketing is sending. Lenoxsoft uses the custom field "Contract" which contains the value "Renewed" for prospects who have already renewed or is blank if they have yet to renew.

Lenoxsoft wishes to set up an Engagement program that does the following: - Automatically adds/removes Prospects to the Renewal Engagement program based on their renewal status - Sends a series of reminders to Prospects who have NOT yet renewed - Gives sales continuous insight into prospect engagement with the program. Based on the requirements outlined, which of the following is the best process for Lenoxsoft to set up?

- A. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."
- B. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."
- C. Build an automation rule with the criteria of :: Prospect Custom Field:: contract:: is:: blank. Add an action of "Add to List" and an action of "Notify assigned user."
- D. Build a dynamic list with the criteria of: Prospect Custom Field :: Contract:: is:: blank. Associate the list to the Renewal Engagement program and add an action of "Notify assigned user" at intervals.

**Answer: D**

### NEW QUESTION # 117

which two considerations should be made when implementing an account-based marketing strategy?

Choose 2 answers

- A. Account-based marketing is only a good fit for certain industries.
- **B. Account-based marketing personalizes experiences for prospects.**
- C. Account-based marketing completely replaces broad-based marketing.
- **D. Account-based marketing can be implemented in stages.**

**Answer: B,D**

### NEW QUESTION # 118

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