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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q39-Q44):

NEW QUESTION # 39

What type of Marketing Cloud Account Engagement field should you sync Salesforce Phone field

- A. Phone
- B. Number
- C. You can't do this
- D. Text

Answer: D

NEW QUESTION # 40

How many variations of Dynamic Content it is possible to create

- A. A-Z (25)
- B. A/B (2)
- C. 0
- D. A-C (3)

Answer: A

NEW QUESTION # 41

LenoxSoft added Engagement History metric fields to campaign page layouts in their Salesforce org. All of the values for the Engagement History metric fields are '0'.

What could be the explanation for this experience?

- A. The Marketing Cloud Account Engagement users do not have the Marketing Cloud Account Engagement permission set and cannot see the data.
- B. **The campaign is not a connected campaign so the data is not syncing.**
- C. The engagement with those assets happened before the fields were added to the page layouts.
- D. The data hasn't been refreshed in 24 hours so the values haven't been updated.

Answer: B

NEW QUESTION # 42

What should be used to match users between Salesforce and Marketing Cloud Account Engagement when enabling User sync?

- A. CRM ID
- B. User email address
- C. Marketing Cloud Account Engagement user ID
- D. **Salesforce username**

Answer: D

NEW QUESTION # 43

LenoxSoft wants to measure their brand awareness to raise their brand recognition for their company. The company wants to use Marketing Cloud Account Engagement to increase the number of impressions across their online channels. Which are the best reports to monitor impressions to help measure LenoxSoft's brand awareness of a period of time?

- A. Monitor no of prospects, form submission and email open rate reports month over month
- B. Monitor no of visitors, form conversion and email click-through rate reports month over month
- C. **Monitor no of visitors, social post engagements and natural search reports month over month**
- D. Monitor no of prospects, social post engagements and paid search reports month over month

Answer: C

NEW QUESTION # 44

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