

# Salesforce Marketing-Cloud-Account-Engagement-Consultant Reliable Test Syllabus: Salesforce Certified Marketing Cloud Account Engagement Consultant - TestKingFree Products Prepare for your Exam in Short Time



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## Salesforce Marketing-Cloud-Account-Engagement-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>Personalizing the Prospect Experience: This topic is about creating personalized experiences for prospects. It includes strategies for consent management and recommendations to enhance the overall prospect experience.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>Sales Emails and Alerts: This topic covers the configuration and benefits of Sales Emails and Alerts.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>Lead Management: This topic covers the development and recommendation of lead generation strategies, including the classification of prospects and the routing of qualified and unqualified leads.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>Account Configuration: This topic focuses on the technical side, including the implications of technical setup and data migration. It also covers the important issue of maintaining data integrity during the migration process and the development of a usage governance plan.</li></ul>

Topic 5	<ul style="list-style-type: none"> <li>• Reporting, Metrics, and Analytics: Technical setup requirements and reporting methods are the key sub-topics here.</li> </ul>
Topic 6	<ul style="list-style-type: none"> <li>• Email Marketing: Best practices and standards are the main focus of this topic. It ensures that email marketing strategies are applied effectively to meet customer business needs and achieve desired outcomes.</li> </ul>
Topic 7	<ul style="list-style-type: none"> <li>• Automating Business Processes: Here, the emphasis is on selecting the right tools and designing sequences of events to streamline marketing initiatives.</li> </ul>

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## New Marketing-Cloud-Account-Engagement-Consultant Test Review, Marketing-Cloud-Account-Engagement-Consultant Exam Questions Pdf

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### Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q82-Q87):

#### NEW QUESTION # 82

How many Engagement Programs can run at one time

- A. Marketing Cloud Account Engagement Growth Edition: 100 Marketing Cloud Account Engagement Plus Edition: 150 Marketing Cloud Account Engagement Advanced Edition: 200
- B. Marketing Cloud Account Engagement Growth Edition: 20 Marketing Cloud Account Engagement Plus Edition: 50 Marketing Cloud Account Engagement Advanced Edition: 100
- C. Marketing Cloud Account Engagement Growth Edition: 20 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 200
- D. Always 100

**Answer: C**

#### NEW QUESTION # 83

How many variations of Dynamic Content it is possible to create

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

**Answer: B**

#### NEW QUESTION # 84

What is required when sending a Marketing Cloud Account Engagement email from an assigned user?

- A. All prospects on the recipient list must be assigned to a user.
- B. There must also be a general or specific user as a sender.
- C. The assigned user must be connected through user sync.
- D. The email must also contain assigned user merge fields.

**Answer: B**

**NEW QUESTION # 85**

LenoxSoft wants to ensure they're not over-emailing their target audience on specific email send actions in an Engagement Studio program.

What is the best way to help their marketing team achieve this goal?

- A. Increase the wait time on the Email send action steps.
- B. Set the Engagement Studio program to repeat every 10 days.
- **C. A Leverage Einstein Engagement Frequency in a rule step before the Email send action steps.**
- D. Automatically remove prospects from the program when an email reply trigger is met.

**Answer: C**

**NEW QUESTION # 86**

What activities can be done in Marketing Cloud Account Engagement's engagement program? [Choose one answer]

- A. Trigger, activity and rule
- B. Trigger, activity and check
- **C. Trigger, action and rule**
- D. Trigger, listen and check

**Answer: C**

**NEW QUESTION # 87**

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