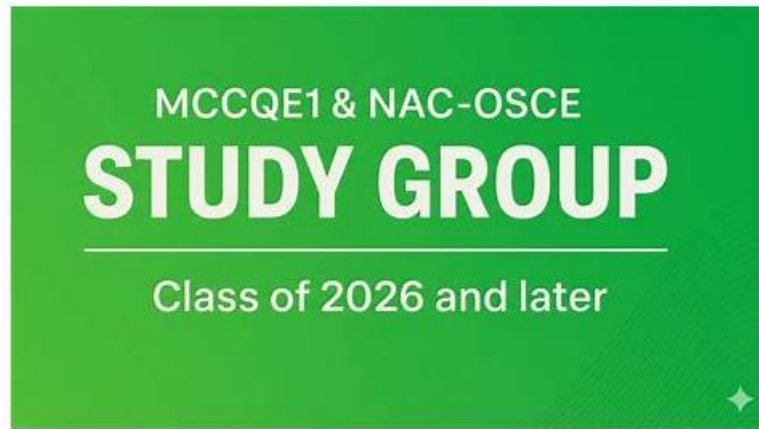


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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q56-Q61):

NEW QUESTION # 56

LenoxSoft recently enabled Marketing Cloud Account Engagement Campaign Influence Attribution Models in Salesforce. They want to understand which campaigns their prospects are interacting with right before an opportunity closes. Which Campaign Influence Attribution model should they reference to understand this?

- A. Salesforce Model
- B. First Touch Model
- C. Last Touch Model

- D. Even Attribution Model

Answer: C

NEW QUESTION # 57

LenoxSoff is launching a new customer newsletter and wants to ensure prospects who receive their product launch announcements are able to express interest in opting in to receive the newsletter as well. Which feature should meet their needs?

- **A. Email Preference Center and Static Public List**
- B. Static Public List and Automation Rule
- C. Email Preference Center and Dynamic Public List
- D. Salesforce Engage and CRM Visible List

Answer: A

NEW QUESTION # 58

"LenoxSoff is migrating prospect records from an external system into Marketing Cloud Account Engagement.

In this external system, each prospect has 50 custom fields.

They are trying to decide which fields to recreate in Marketing Cloud Account Engagement before importing in the records.

What are two ways they should decide which fields to recreate in Marketing Cloud Account Engagement?

Choose 2 answers

- A. Ask their accounting team to review and select the five most helpful fields.
- **B. Pull a report of the data they intend to use for segmentation purposes.**
- **C. Review existing forms and landing pages to understand what data needs to be collected.**
- D. Filter existing prospect records to see which custom fields have the most data.

Answer: B,C

NEW QUESTION # 59

LenoxSoff's web developer told the marketing team that the company website already has a Google Analytics tracking code in place, so the Marketing Cloud Account Engagement tracking code is unnecessary.

Which two benefits of installing the Marketing Cloud Account Engagement tracking code should be considered?

Choose 2 answers

- **A. Track the prospect's click path through the website's content.**
- B. Capture complete demographic information about an anonymous visitor.
- **C. Trigger page actions to occur when a prospect visits a certain URL.**
- D. Associate visitor activity to a prospect on form submission.

Answer: A,C

NEW QUESTION # 60

A consultant wants to design an automated grading system to increase efficiency and lead relevancy for LenoxSoff. Relevant leads have a 'Director' job title and are in the 'Technology' industry.

How should they design this automation strategy?

- A. Create a 'Director' scoring category, an automation rule to set the profile, and a second automation rule to increase their grade if industry is Technology'.
- B. Create a Director' profile, an automation rule to set the profile, and click the thumbs up or thumbs down icons on a prospect's Profile tab to set criteria matches.
- C. Create a 'Director' profile, an automation rule to set the profile, and a second automation rule to increase their score if industry is Technology'.
- **D. Create a Director' profile, an automation rule to set the profile, and a second automation rule to increase their grade if industry is 'Technology'.**

Answer: D

NEW QUESTION # 61

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