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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q116-Q121):

NEW QUESTION # 116

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 Segmentation rule with criteria :: Job Title:: CEO :: Industry :: Software, action :: add to Salesforce Campaign
- B. 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.

- C. Import a .csv file of prospects. Build an Automation rule with criteria :: Job Title :: CEO :: Industry :: Software, action :: add to 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: C,D

NEW QUESTION # 117

There is Custom Field Type in Marketing Cloud Account Engagement called Date/Time

- A. False
- B. True

Answer: A

NEW QUESTION # 118

"LenoxSoft's marketing team wants to track which of their white papers converts the most net new leads so they can write more like it.

What actions should be taken to ensure they can report on the statistics in Salesforce?

- A. Add custom redirects for each white paper > add completion actions: add to Salesforce campaign and assign to user
- B. Create a form to gate each white paper > add completion actions: add to Salesforce campaign and assign to user
- C. Upload files to Marketing Cloud Account Engagement > create an engagement program with actions: add to Salesforce campaign and assign to user
- D. Enable connected campaigns and campaign member sync > add files to Marketing Cloud Account Engagement with completion action: assign to user

Answer: B

NEW QUESTION # 119

LenoxSoft wanted to deduct a prospect's score by 100 points if they visited their careers page on the website, what would be the best recommendation to implement?

- A. Completion action
- B. Custom redirect
- C. Automation rule
- D. Page action

Answer: D

NEW QUESTION # 120

Which one is Marketing Cloud Account Engagement Video Connector

- A. YouTube
- B. Wistia
- C. Vimeo
- D. Dailymotion

Answer: B

NEW QUESTION # 121

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Papadopoulos resides in Los Gatos, California with his wife Laurie and has Test MCE-Con-201 Book passions for cooking, wine and eco-responsible living. [intent.jpg](#) The Intent menu lets you choose how the final color display should look.

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