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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q69-Q74):

### NEW QUESTION # 69

What is true about grading? [Choose two answers]

- A. Matching or unmatched criteria will result in an increase or decrease of the grade by , or 3/3 of a grade.
- B. You cannot change the default profile criteria
- C. All prospects start with a grade of D.
- D. A prospect can be associated to multiple profiles.

**Answer: A,C**

#### **NEW QUESTION # 70**

Upon provisioning Marketing Cloud Account Engagement, LenoxSoft's Salesforce administrator identifies that a new user, B2BMA Integration, is created. What would be the explanation for this new user?

- A. B2BMA Integration is an automatically provisioned user that enables user sync from Salesforce to Marketing Cloud Account Engagement.
- B. B2BMA Integration is an automatically provisioned user that creates Engagement History objects in Salesforce.
- C. B2BMA Integration is an automatically provisioned user that sends data to Einstein Analytics for B2B Marketing.
- D. B2BMA Integration is an automatically provisioned user that connects to Salesforce to sync data.

**Answer: D**

#### **NEW QUESTION # 71**

One of LenoxSoft's goals is to effectively use engagement studio programs to continuously reengage cold leads until they become active. To do so, the marketing team needs to build a list of cold prospects.

What is the optimal use case to segment these prospects?

- A. Run a Dynamic List where the criteria is "Prospect Time Last activity Days ago is greater than 90".
- B. Run a Dynamic List where the criteria is "Prospect Time Created Days ago is greater than 90".
- C. Run a Segmentation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 days".
- D. Run an Automation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 day."

**Answer: B**

#### **NEW QUESTION # 72**

LenoxSoft's Marketing Cloud Account Engagement administrator cannot see an email template that was created and marked for use for Engagement Programs while building a "send email" action in a nurture program.

What would explain this experience?

- A. The administrator has not published the Email Template from a draft.
- B. The administrator has not selected a sender for the Email Template.
- C. The administrator does not have folder permissions to the Engagement Program.
- D. The administrator does not have folder permissions to the email template folder.

**Answer: A**

#### **NEW QUESTION # 73**

Can Email Preference Center demand for logging in

- A. False
- B. True

**Answer: A**

#### **NEW QUESTION # 74**

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