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## Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q101-Q106):

### NEW QUESTION # 101

Prior to starting implementation, LenoxSoft wishes to consolidate all their data within Salesforce. They currently use three different systems, including Salesforce, to manage their customer data. All data does NOT currently reside in one system, and Lenoxsoft wants Salesforce to be the primary system for customer records. What is the first step Lenoxsoft should take to allow Salesforce to

become the primary recordholder?

- A. Import and merge existing records from all systems to Marketing Cloud Account Engagement
- B. Add custom prospect fields to Marketing Cloud Account Engagement and map to Salesforce.
- C. Add custom account fields to Marketing Cloud Account Engagement and map to Salesforce
- **D. Import and merge existing records from all systems to Salesforce**

**Answer: D**

#### **NEW QUESTION # 102**

What should be enabled on a Marketing Cloud Account Engagement form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- **A. Kiosk/Data Entry Mode**
- B. ReCAPTCHA
- C. "Not you?" Link
- D. Progressive Profiling

**Answer: A**

#### **NEW QUESTION # 103**

LenoxSoft wants to foster a closer relationship between customers and their customer success team. Each customer account is owned by a LenoxSoft success team member, who should be the sender of all Marketing Cloud Account Engagement emails sent to any contacts at that account.

Which setting would make the Marketing Cloud Account Engagement email send from the appropriate success team member?

- A. Set the sender of the email as a custom CRM user.
- B. Set the sender of the email as the assigned owner.
- C. Set the sender of the email as a specific user.
- **D. Set the sender of the email as the account owner.**

**Answer: D**

#### **NEW QUESTION # 104**

What is true about A/B testing?

- **A. You can only do A/B testing on list emails.**
- B. It is recommended to test at least 5 different elements in your A/B tests.
- C. You can disable A/B testing before and after email sent.
- **D. When you turn off A/B testing you will have to choose which version to keep.**

**Answer: A,D**

#### **NEW QUESTION # 105**

The LenoxSoft sales and marketing teams are looking for more insights into which leads are most likely to buy based off of their engagements.

What feature should be recommended?

- **A. Einstein Behavior Score**
- B. Einstein Lead Score
- C. Marketing Cloud Account Engagement Grade field
- D. Marketing Cloud Account Engagement Score field

**Answer: A**

## NEW QUESTION # 106

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