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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q78-Q83):

NEW QUESTION # 78

A company's sales reps use the "Status" field in Salesforce to indicate where the lead is in the sales funnel. A Marketing Cloud Account Engagement administrator wants to send each prospect a series of nurture emails when their sales rep updates their "Status"

field to "Nurture." The administrator wants to automate this entirely inside of Marketing Cloud Account Engagement. How should this workflow be automated?

- A. Create a CRM Visible list in Marketing Cloud Account Engagement > Have sales also add these "Nurture" leads to that list in Salesforce > Create an automation rule to send email based on list membership
- B. Create a report in Salesforce based on lead status of "Nurture" > Export and import into Marketing Cloud Account Engagement > Create a list from import > Add as recipient list on engagement program
- C. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create an automation rule to detect the "Nurture" value > Automation rule sends an autoresponder email
- **D. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create a dynamic list to detect the "Nurture" value > Add as recipient list on engagement program to send emails**

Answer: D

NEW QUESTION # 79

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site. Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process?

- A. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
- **B. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.**
- C. Enable Visitor Filters for a specific IP range; Enable Page Actions to notify managers.
- D. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.

Answer: B

NEW QUESTION # 80

LenoxSoft uses a 3rd party webinar platform. They want to create an automated process using an engagement program that sends a different email based on whether or not a prospect has registered for a webinar.

What should a consultant configure in Marketing Cloud Account Engagement and Salesforce in order to meet this use case?

- A. Create a marketing app extension for the webinar platform, add an activity type for webinar registrations, and use an External Activity trigger in Engagement Studio to listen for the webinar registration.
- **B. A Build a custom connector for the webinar platform and use a custom trigger in Engagement Studio to listen for the webinar registration.**
- C. Export the registration list from the webinar platform, import it into Marketing Cloud Account Engagement and use it as a recipient list for the engagement program.
- D. Create an engagement program for the webinar and use a Prospect Webinar trigger in the program to listen for the webinar registration.

Answer: B

NEW QUESTION # 81

Which one is Marketing Cloud Account Engagement Event Connector

- A. Eventor
- B. EventMe
- C. TheEvents
- **D. Eventbrite**

Answer: D

NEW QUESTION # 82

LenoxSoft operates in both North America and Europe and has separate Marketing Cloud Account Engagement Business Units (PBUs) for each country within each region. The Chief Marketing Officer who oversees both regions wants to ensure that the assets are as personalized as possible to their respective country.

What could LenoxSoft marketers create for each region to meet this requirement?

- A. Assets that adhere to GDPR best practices in the European BUs and CAN-SPAM best practices in the North American BUs.
- B. A tracker domain that is not specific to any given region or country and apply it to the assets used in both the European and North American BUs.
- C. A tracker domain specific to the European region and an additional tracker domain specific to the North American region.
- **D. Multiple tracker domains within each BU that are country specific. Apply country relative tracker domains to assets delivered in each country.**

Answer: D

NEW QUESTION # 83

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