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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q35-Q40):

NEW QUESTION # 35

LenoxSoft sends an operational email to all prospects, but finds there are some prospects that did not receive the email.

Why would this happen?

- A. The prospects are opted out of the list used on the operational list email send.
- **B. The prospects were set to "false" for opted out and set to "true" for do not email.**
- C. The prospects were on a suppression list used on the operational list email send.
- D. The prospects were set to "true" for opted out and set to "false" for do not email.

Answer: B

NEW QUESTION # 36

Do hard bounces need to be removed from lists

- **A. False**
- B. True

Answer: A

NEW QUESTION # 37

How many scheduled Engagement Programs is it possible to have

- A. 0
- **B. 1**
- C. 2
- D. 3

Answer: B

NEW QUESTION # 38

LenoxSoff 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 LenoxSoff marketers create for each region to meet this requirement?

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

Answer: C

NEW QUESTION # 39

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

Answer: A

NEW QUESTION # 40

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