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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q212-Q217):

NEW QUESTION # 212

LenoxSoft asks their Marketing Cloud Account Engagement administrator to assist in routing all qualified leads so leads can be reviewed first, then assigned to individual sales reps. Their marketing team uses a combination of criteria to qualify leads before they become qualified.

What should be configured to assign qualified leads as requested?

- A. Create a completion action to assign to a group when the prospect reaches a score of 100.
- **B. Create an automation rule to assign to a group when the qualification criteria is met.**
- C. Create an automation rule to assign to a lead queue when the qualification criteria is met.
- D. Create a completion action to assign to a lead queue when a high-value form is submitted.

Answer: B

NEW QUESTION # 213

LenoxSoft has a grading profile for business units in both United States and Canada. Both profiles contain options for the industry field and several prospects with the grade of "A". What do we know about LenoxSoft current grading strategy?

- A. LenoxSoft uses location based scoring categories .
- B. LenoxSoft must add prospect to a dynamic list
- C. LenoxSoft added location based criteria
- **D. LenoxSoft uses an automation rule to match the criteria US or Canada to make a grading impact.**

Answer: D

NEW QUESTION # 214

Why should a company assign prospects in Marketing Cloud Account Engagement via Salesforce active assignment rules instead of using other Marketing Cloud Account Engagement assignment actions?

- A. The ability to allow Salesforce to overwrite an assigned user in Marketing Cloud Account Engagement
- B. The ability to assign prospects via automation instead of manually
- **C. The ability to assign prospects based on specific criteria being met**
- D. The ability to use existing complex Salesforce lead routing processes

Answer: C

NEW QUESTION # 215

The LenoxSoft sales leadership has just implemented queues in Salesforce and wants to make sure their new leads coming from marketing nurtures are allocated fairly.

What should the Marketing Cloud Account Engagement administrator do to make sure new leads from nurture programs are properly routed in Salesforce?

- A. Configure users > set up a round robin > have nurture programs assign prospects to the round robin
- B. Configure users > set up a queue > have nurture programs assign prospects to the queue
- **C. Configure users > set up a user group > have nurture programs assign prospects to the user group**
- D. Configure users > set up a custom role > have nurture programs assign prospects to users with the custom role

Answer: C

NEW QUESTION # 216

LenoxSoft has a large database of leads and contacts in Salesforce. These leads and contacts contain information stored in custom fields. They have not imported these leads or contacts into Marketing Cloud Account Engagement or set up any custom fields in Marketing Cloud Account Engagement.

What should their first step in Marketing Cloud Account Engagement?

- A. Enable custom field creation via the Salesforce Connector.
- B. Import .CSV file containing custom field data into Marketing Cloud Account Engagement.
- C. Import leads and contacts from Salesforce into Marketing Cloud Account Engagement.
- **D. Manually create and map custom fields in Marketing Cloud Account Engagement.**

Answer: D

Explanation:

Explanation

https://help.salesforce.com/articleView?id=sfMarketingCloudAccountEngagement_fields_create_custom_field.htm&type=5

NEW QUESTION # 217

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As everybody knows, competitions appear ubiquitously in current society. In order to live a better life, people improve themselves by furthering their study, as well as increase their professional MCAE-Con-201 skills. With so many methods can boost individual competitiveness, people may be confused, which can really bring them a glamorous work or brighter future? We are here to tell you that a MCAE-Con-201 Certification definitively has everything to gain and nothing to lose for everyone. And our MCAE-Con-201 exam questions are the best choice to help you pass the MCAE-Con-201 exam and get the certification.

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