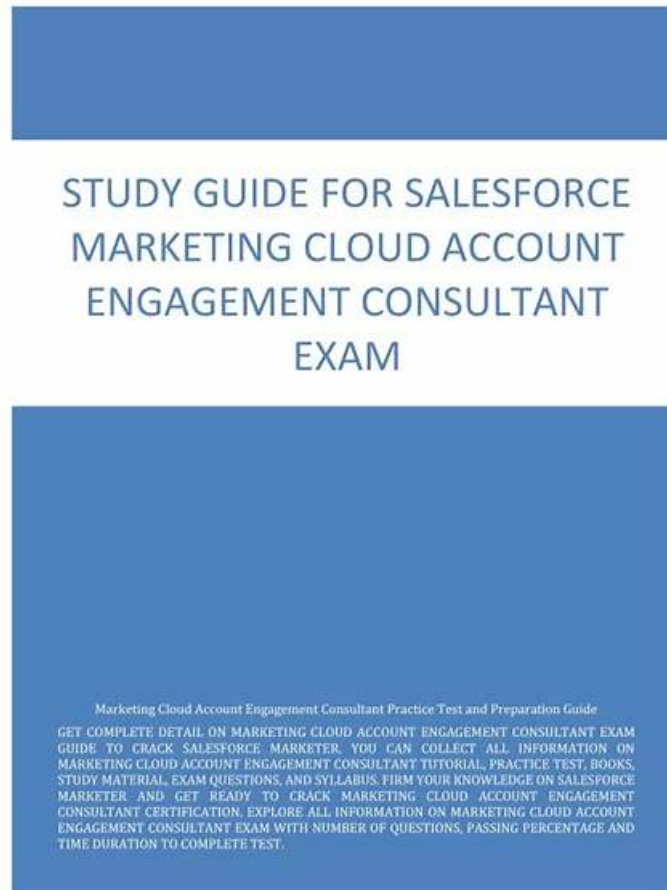


Valid Marketing-Cloud-Account-Engagement-Consultant Exam Topics, Reliable Marketing-Cloud-Account-Engagement-Consultant Guide Files



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Salesforce Marketing-Cloud-Account-Engagement-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Lead Management: This topic covers the development and recommendation of lead generation strategies, including the classification of prospects and the routing of qualified and unqualified leads.
Topic 2	<ul style="list-style-type: none">• Automating Business Processes: Here, the emphasis is on selecting the right tools and designing sequences of events to streamline marketing initiatives.

Topic 3	<ul style="list-style-type: none"> • Sales Emails and Alerts: This topic covers the configuration and benefits of Sales Emails and Alerts.
Topic 4	<ul style="list-style-type: none"> • Reporting, Metrics, and Analytics: Technical setup requirements and reporting methods are the key sub-topics here.
Topic 5	<ul style="list-style-type: none"> • Personalizing the Prospect Experience: This topic is about creating personalized experiences for prospects. It includes strategies for consent management and recommendations to enhance the overall prospect experience.
Topic 6	<ul style="list-style-type: none"> • Evaluation: The assessment and recommendation process is key to this topic. It covers sub-topics such as analyzing and recommending paths forward, designing strategies to identify customer needs, and staying up-to-date with marketing trends and tools.
Topic 7	<ul style="list-style-type: none"> • Account Configuration: This topic focuses on the technical side, including the implications of technical setup and data migration. It also covers the important issue of maintaining data integrity during the migration process and the development of a usage governance plan.

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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q154-Q159):

NEW QUESTION # 154

A Marketing Cloud Account Engagement administrator finds that all of the email addresses for their Marketing Cloud Account Engagement users have changed. What would be the root cause of this change?

- A. User sync mapped email address
- B. Table action updated users
- C. Marketing Cloud Account Engagement Admin changed each email address
- D. Import and update users

Answer: A

NEW QUESTION # 155

LenoxSoft using Marketing Cloud Account Engagement Pro is rolling out a new lead generation campaign where prospects register for a trade show on a Marketing Cloud Account Engagement-hosted landing page.

The consultant suggests creating two

versions of the landing page and using a multivariate test, but LenoxSoft is unfamiliar with the feature. What is the primary benefits of using a multivariate test in this campaign?

- A. Marketing Cloud Account Engagement will automatically populate personalized information of each unique prospect.
- B. Marketing Cloud Account Engagement will give you content ideas for each landing page.
- C. Marketing Cloud Account Engagement will determine which version of the landing page generated most conversions
- D. Marketing Cloud Account Engagement will automatically send underperforming landing page to recycle bin

Answer: C

NEW QUESTION # 156

LenoxSoft wants to notify the US East region and the US West region of the companies visiting the LenoxSoft website each day, whether or not a person has ever been identified by an email address.

How should this be set up?

- A. Configure Users > Send starred prospect activity alerts by owner
- B. Configure Users > Send Salesforce Engage report emails by team
- C. Configure Users > Send daily prospect activity emails by owner
- **D. Configure Users > Send daily visitor activity emails by state**

Answer: D

NEW QUESTION # 157

LenoxSoft wants to optimize asset usage while discovering new audiences. What tool should they use?

- A. Marketing Cloud Account Engagement Business Units
- **B. Einstein Campaign Insights**
- C. Einstein Behavior Scoring
- D. Einstein Lead Score

Answer: B

Explanation:

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

NEW QUESTION # 158

LenoxSoft is setting up a brand new Marketing Cloud Account Engagement business unit. They have identified a set of five users in Salesforce who will need to have Administrator roles in Marketing Cloud Account Engagement.

What should they do to provide these users access to Marketing Cloud Account Engagement?

- A. Add users to the Marketing Users group from Marketing Setup in Salesforce and map their user profiles to the Administrator roles.
- B. Change each user's profile in Salesforce to the System Administrator role, which will create them as Administrator users in Marketing Cloud Account Engagement.
- C. Provide each user with a unique activation link to create their own Administrator user records in Marketing Cloud Account Engagement.
- **D. Import the users into Marketing Cloud Account Engagement and select the Administrator role on their Marketing Cloud Account Engagement user records.**

Answer: D

NEW QUESTION # 159

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