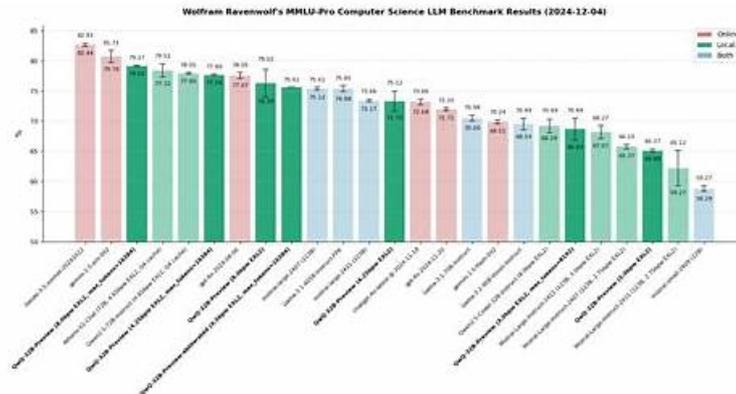


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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q186-Q191):

NEW QUESTION # 186

Marketing is under pressure to provide their sales team with more leads. A Marketing Cloud Account Engagement administrator is looking at the Pipeline Dashboard Report in the B2B Marketing Analytics App and notices an extremely high number of prospects compared to Marketing Qualified Leads (MQLs).

Which two steps should increase the number of qualified leads being passed to sales?

Choose 2 answers

- A. Increase their scoring threshold to give the Sales team the most qualified leads.
- B. Improve prospect data by adding fields to existing forms and making them required.
- C. Improve lead qualification efficiency by using automation rules for prospect assignment.
- D. Increase gated content on the website to provide more scoring opportunities.

Answer: C,D

NEW QUESTION # 187

LenoxSoft wants to create Contacts instead of Leads or sync with Person Account records. What step should the consultant recommend?

- A. Contact Marketing Cloud Account Engagement Support to enable the necessary connector behavior
- B. Update your Salesforce connector user permissions
- C. Locate the relevant documentation and follow the steps to enable.
- D. Update your field mappings by going to Admin > Configure Fields

Answer: A

NEW QUESTION # 188

LenoxSoft has purchased a list of prospects and wants to send emails to those prospects in Marketing Cloud Account Engagement immediately. What is the correct way to handle this?

- A. Recommend that it is okay to send to purchased lists in Marketing Cloud Account Engagement.
- B. Run a permissions pass on the purchased lists to get permission quickly before sending them a marketing email.
- C. Have LenoxSoft split their purchased list into multiple sends so as to not affect the IP's reputation.
- D. Recommend that they must receive explicit permission from those prospects on the purchased list before they can upload that prospect list into Marketing Cloud Account Engagement.

Answer: D

NEW QUESTION # 189

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

Answer: D

NEW QUESTION # 190

How often does Marketing Cloud Account Engagement check for changes in Salesforce

- A. 5 minutes
- B. 2 minutes
- C. 1 hour
- D. 10 minutes

Answer: B

NEW QUESTION # 191

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