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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q232-Q237):

### NEW QUESTION # 232

LenoxSof wants a custom user role in Marketing Cloud Account Engagement that will allow a user to perform imports, but not to configure fields. In order to create this custom user role, they will copy an existing default user role that already has these permissions.

Which default user role should be copied in order to maintain these permissions?

- A. Marketing
- B. Sales Manager
- C. Sales
- D. Administrator

**Answer: A**

Explanation:

Explanation

[https://help.salesforce.com/articleView?id=sfMarketing\\_Cloud\\_Account\\_Engagement\\_default\\_user\\_roles.htm&type=5](https://help.salesforce.com/articleView?id=sfMarketing_Cloud_Account_Engagement_default_user_roles.htm&type=5)

### NEW QUESTION # 233

LenoxSof added Engagement History metric fields to campaign page layouts in their Salesforce org. All of the values for the Engagement History metric fields are "0".

What could be the explanation for this experience?

- A. The Marketing Cloud Account Engagement users do not have the Marketing Cloud Account Engagement permission set and cannot see the data.
- B. The data hasn't been refreshed in 24 hours so the values haven't been updated.
- C. The campaign is not a connected campaign so the data is not syncing.
- D. The engagement with those assets happened before the fields were added to the page layouts.

**Answer: C**

Explanation:

Explanation

[https://resources.docs.salesforce.com/latest/latest/en-us/sfdc/pdf/engagement\\_history\\_implementation\\_guide.pdf](https://resources.docs.salesforce.com/latest/latest/en-us/sfdc/pdf/engagement_history_implementation_guide.pdf)

### NEW QUESTION # 234

Which is true about Marketing Cloud Account Engagement File Hosting limits

- A. Marketing Cloud Account Engagement Growth Edition: 100MB Marketing Cloud Account Engagement Plus Edition: 500MB Marketing Cloud Account Engagement Advanced Edition: 10GB
- B. No limits at all
- C. Marketing Cloud Account Engagement Growth Edition: 500MB Marketing Cloud Account Engagement Plus Edition: 2GB Marketing Cloud Account Engagement Advanced Edition: 5GB
- D. Marketing Cloud Account Engagement Growth Edition: 1GB Marketing Cloud Account Engagement Plus Edition: 5GB Marketing Cloud Account Engagement Advanced Edition: 10GB

**Answer: A**

### NEW QUESTION # 235

LenoxSof has published a new white paper. When prospects submit a "Request a Download" form, they should receive this white paper in an email. All prospects who receive the email and view the white paper should receive an additional +10 points added to their score.

Which sequence of events would meet their goal?

- A. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template with the Completion Action "On click :: Adjust score :: +10" that contains the Custom Redirect link > Create a new Form with the Completion Actions "Send autoresponder email"
- B. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template

that contains the Custom Redirect link > Create a new Form with the Completion actions "Send autoresponder email" AND "Adjust score :: +10"

- C. Upload the white paper as a new File > Create a Custom Redirect to the white paper file with the Completion Action "Adjust score :: +10"> Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion Actions "Send autoresponder email"
- D. Upload the white paper as a new File > Create a new Form> On Step 4 of the Form Wizard, check the box to "Redirect the prospect instead of showing the form's Thank You Content" and specify the white paper file link > Add Completion Actions "Send autoresponder email" AND "Adjust score :: +10" to the Form

**Answer: C**

### NEW QUESTION # 236

LenoxSofi has a Marketing Cloud Account Engagement form on their website that adds prospects to their monthly newsletter list upon completion. Recently, they have noticed some of the prospects on this list have invalid email addresses. What method should be used to only add valid email addresses to their list moving forward?

- A. Edit the completion action on the form to only add to the list if the email address is valid.
- B. Send an autoresponder to prospects who complete the form with a link to click to confirm opt-in status.
- C. Allow the assigned sales rep to call prospects upon form submission to confirm their email address.
- D. Use the list to send a permission pass email and remove all hard bounces.

**Answer: B**

### NEW QUESTION # 237

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She is president of Evolutionary Systems and Test MCAE-Con-201 Centres director of the Institute of Collaborative Leadership, The student must also be well-versed in process mapping, analyzation of measurement MCAE-Con-201 New Questions system, collecting data and methods used in its process, Variation, and phase review.

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