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1. A customer wants to limit the number of emails a subscriber receives to a maximum of one email

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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q155-Q160):

NEW QUESTION # 155

LenoxSoft has a service portal for customers. A Marketing Cloud Account Engagement page action set by the admin will change a prospects engagement custom field to "Engaged" for any prospect who views this service portal page. Customers who visit this portal more often have a higher company satisfaction rate. Those who rarely visit the portal have a high rate of attrition. LenoxSoft wants to encourage customers to engage with the service portal and has the following requirements: * Prospects with no Engagement custom field value should be added to the Engagement Program * If prospects registers for an upcoming webinar and views the training portal they should be removed from the engagement program. What steps do you recommend to achieve those requirements?

- A. Automation Rule with blank criteria and add action & Dynamic List with attended webinar and remove action
- B. Automation Rule with blank criteria and add action & segmentation rules with attended webinar and remove action
- C. Automation rules with attended webinar and remove action
- D. Automation Rule with blank criteria and add action & Completion action rules with attended webinar and remove action
- E. Automation Rule with blank criteria and add action &

Answer: E

NEW QUESTION # 156

Administrators can reset passwords for users

- A. False
- B. True

Answer: B

NEW QUESTION # 157

LenoxSoft would like to set custom scoring based on event attendance. What scoring options are available through the Marketing Cloud Account Engagement Connectors?

- A. Webinar: Attended/NoShow/Registered Event :Checked In/Registered
- B. Only Webinar & Event Attendance
- C. Webinar & Event Registrations & Attendance
- D. Webinar & Event invite. Registrations & Attendance

Answer: A

NEW QUESTION # 158

What is true about scoring? [Choose one answer]

- A. Salesforce opportunities can influence a prospect's score.
- B. Marketing Cloud Account Engagement comes with a scoring model that cannot be adjusted or changed.
- C. It is not possible to reset a prospect's score to 0.
- D. Marketing Cloud Account Engagement will automatically assign prospects a score from F- to A+.

Answer: A

NEW QUESTION # 159

Which editions of Marketing Cloud Account Engagement provides Business Units and Einstein functionalities

- A. All
- B. Marketing Cloud Account Engagement Plus Edition and Marketing Cloud Account Engagement Advanced Edition
- C. Only Marketing Cloud Account Engagement Advanced Edition and it includes unlimited Business Units
- **D. Only Marketing Cloud Account Engagement Advanced Edition and it includes 2 Business Units, then each subsequent costs 2 000\$/month**

Answer: D

NEW QUESTION # 160

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