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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q41-Q46):

### NEW QUESTION # 41

A consultant wants to design an automated grading system to increase efficiency and lead relevancy for LenoxSoft. Relevant leads have a 'Director' job title and are in the 'Technology' industry.

How should they design this automation strategy?

- A. Create a Director' profile, an automation rule to set the profile, and a second automation rule to increase their grade if industry is 'Technology'.
- B. Create a 'Director' scoring category, an automation rule to set the profile, and a second automation rule to increase their grade if industry is Technology'.
- C. Create a 'Director' profile, an automation rule to set the profile, and a second automation rule to increase their score if industry is Technology'.
- D. Create a Director' profile, an automation rule to set the profile, and click the thumbs up or thumbs down icons on a prospect's Profile tab to set criteria matches.

**Answer: A**

### NEW QUESTION # 42

How many Scoring Categories is it possible to create

- A. 0
- B. 1
- C. 2
- D. 3

**Answer: D**

### NEW QUESTION # 43

LenoxSoft finds that prospects are unsubscribing from emails, but they wants to make sure the prospects are intending to unsubscribe from all emails and it isn't a mistake.

What should be implemented?

- A. Create a completion action to assign a task to the Assigned User to make a phone call to ensure the prospect intended to unsubscribe.
- B. Opting out a prospect is irreversible. A solution to confirm the opt out or opt prospects back in cannot be implemented.
- C. Opt prospects back in only if they have interacted with other marketing content and have a Marketing Cloud Account Engagement score greater than 10 using an automation rule.
- D. Set up a Marketing Cloud Account Engagement template for the automated resubscribe feature to have an email sent to allow opted out prospects to opt back in.

**Answer: D**

### NEW QUESTION # 44

When mapping fields between Marketing Cloud Account Engagement and Salesforce how can you control the synchronization?  
[Choose one answer]

- A. Use Salesforce's value
- B. Use the most recently updated record
- C. All of the above
- D. Use Marketing Cloud Account Engagement's value

**Answer: C**

### NEW QUESTION # 45

An Administrator imported a list of trade show attendees and added them all to the same Marketing Cloud Account Engagement campaign. A few months later, the Administrator wants to pull a one-time list of all of these attendees. How should this be accomplished?

- A. Run an automation rule based on the Marketing Cloud Account Engagement campaign
- B. Look for the original list based on the Marketing Cloud Account Engagement campaign
- **C. Run a segmentation rule based on the Marketing Cloud Account Engagement campaign**
- D. Run a dynamic list based on the Marketing Cloud Account Engagement campaign

**Answer: C**

### NEW QUESTION # 46

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