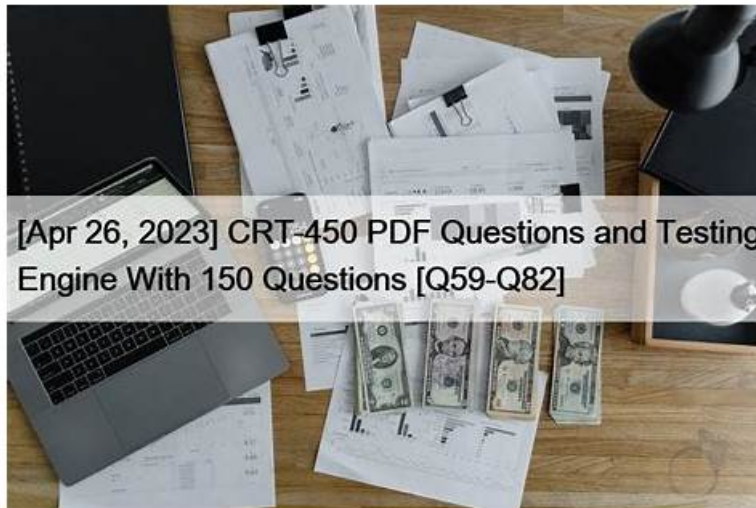


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Salesforce Marketing-Cloud-Account-Engagement-Consultant Exam Syllabus Topics:

Topic	Details

Topic 1	<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 2	<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.
Topic 3	<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 4	<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.

Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q119-Q124):

NEW QUESTION # 119

A Marketing Cloud Account Engagement customer uses a lot of landing pages for their lead generation strategy. They are creating a layout template and importing in HTML from their website to customize the look and feel of their landing pages. When placing a Marketing Cloud Account Engagement form on their Marketing Cloud Account Engagement landing page using this layout template, the form doesn't appear.

What could be the issue?

- A. The landing page on a browser with the cookies cleared was not tested.
- B. The form HTML embed code in the layout template code was not used.
- C. The same layout template on both the form and the landing page was not used.
- D. The %%content%% variable tag in the layout template code was missing.

Answer: D

NEW QUESTION # 120

Which two actions could a user take when importing prospects into Marketing Cloud Account Engagement?

Choose 2 answers

- A. Undelete matching prospects from the Recycle Bin
- B. Create new custom fields and populate field values
- C. Permanently delete prospects
- D. Assign prospects to an existing user

Answer: A,D

NEW QUESTION # 121

The marketing team you consult with wants to assign prospects to a sales user when the prospects meets at least one of the following criteria: * Successfully complete a "Request a Quote" form, OR * Has a score above 175 and a grade above B+ Which assignment model will best achieve their goals?

- A. Automation rule match Any
- B. Automation rule match All
- C. Completion Action
- D. Page Action

Answer: A

NEW QUESTION # 122

What is true about scoring? [Choose one answer]

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

Answer: C

NEW QUESTION # 123

LenoxSoft is migrating prospects from an external email vendor into Marketing Cloud Account Engagement.

They have record of which prospects have hard bounced within the last 6 months.

What should they do after importing the bounced prospects into Marketing Cloud Account Engagement in order to maintain their data integrity, but still be able to track the prospects?

- **A. Ensure the Do Not Email field on the prospects is selected.**
- B. Send the prospects an email to see if their email addresses are valid.
- C. Add the prospects to a "Bounced Prospects" list for suppression.
- D. Delete the prospects so they can't be emailed through Marketing Cloud Account Engagement.

Answer: A

NEW QUESTION # 124

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