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## Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q167-Q172):

### NEW QUESTION # 167

LenoxSoft dispatches service technicians to customer locations when their hardware is malfunctioning. After a service call, a customer service satisfaction rating is recorded and stored on the Case object in Salesforce. The LenoxSoft marketing team would like to use a high (>8) rating to classify a prospect as "Satisfied." Satisfied customers need to be automatically added to a specific engagement program for future up-selling.

What process would accomplish this in Marketing Cloud Account Engagement?

- A. Marketing Cloud Account Engagement custom object mapped to the Case object > Dynamic list where prospects match when the
- B. Lookup field to copy the satisfaction rating from cases to contacts and map that field to Marketing Cloud Account Engagement prospects > Dynamic list where prospects match when the prospect has a satisfaction rating over 8 > Use the

- dynamic list as the recipient list on an engagement program
- C. Marketing Cloud Account Engagement custom object mapped to the Case object > Static list and add all prospects whose Case
- D. Workflow to copy the satisfaction rating from cases to contacts and map that field to Marketing Cloud Account Engagement

**Answer: A**

#### **NEW QUESTION # 168**

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site. Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process?

- A. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
- B. Enable Visitor Filters for a specific IP range; Enable Page Actions to notify managers.
- C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- **D. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.**

**Answer: D**

#### **NEW QUESTION # 169**

Can Marketing both Import and Export Prospects?

- **A. True**
- B. False

**Answer: A**

#### **NEW QUESTION # 170**

To adapt to changes in Apple Mail Privacy Policy, what should LenoxSoft consider doing?

- **A. A Use the Open Rules Audit to remove opens as criteria in their automations.**
- B. Only send emails to prospects who do not use Apple Mail.
- C. Disable open tracking within account settings.
- D. Enable visitor filters for all customers so opens are not tracked.

**Answer: A**

#### **NEW QUESTION # 171**

LenoxSoft wants to notify the US East region and the US West region of the companies visiting the LenoxSoft website each day, whether or not a person has ever been identified by an email address.

How should this be set up?

- A. Configure Users > Send daily prospect activity emails by owner
- **B. Configure Users > Send daily visitor activity emails by state**
- C. Configure Users > Send Salesforce Engage report emails by team
- D. Configure Users > Send starred prospect activity alerts by owner

**Answer: B**

#### **NEW QUESTION # 172**

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