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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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## Sample

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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q244-Q249):

### NEW QUESTION # 244

Which objects are synched between Marketing Cloud Account Engagement and Salesforce? [Choose two answers]

- A. Opportunity
- B. Case
- C. Account
- D. Order

Answer: A,C

### NEW QUESTION # 245

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

Answer: A

### NEW QUESTION # 246

LenoxSoft wants to assign all new leads coming through their "Request a Demo" form and immediately notify the sales team to follow up via phone call within 3 days.

Which assignment workflow would meet these requirements?

- A. Add form completion actions to send customized email with a call reminder to the sales user.
- B. Add form completion actions to first assign to the assigned user and then to notify the user.
- C. Add form completion actions to add to the engagement studio program and notify the assigned user.
- D. Add form completion actions to first assign to the user and then to create a Salesforce task.

Answer: D

### NEW QUESTION # 247

LenoxSoft's database can be split into two categories: active and inactive. They want to begin to retarget the inactive database with an email marketing campaign that:

Automatically add prospects to the list that were emailed twice in the last six weeks and inactive in the last 45 days.

Once their activity increases, they should be removed from the list. What should be their strategy?

- A. Create an Automation rule with the criteria of "prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been inactive in the last 45 days".
- B. Create a Segmentation rule with the criteria of "prospect has been emailed at least 2 times in the last 6 weeks, and the

prospect has been active in the last 45 days".

- C. Create a Dynamic List with the criteria of "prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been active in the last 45 days".
- D. Create a Dynamic List with the criteria of "prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been inactive in the last 45 days".

**Answer: D**

#### NEW QUESTION # 248

How many CRM connectors can be active simultaneously in Marketing Cloud Account Engagement?

- A. One
- B. Many, but only Salesforce
- C. There are no restrictions about that
- D. One each type

**Answer: A**

#### NEW QUESTION # 249

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