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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q215-Q220):

NEW QUESTION # 215

Which are true about Custom Objects in Marketing Cloud Account Engagement

- A. You can create and sync a custom object from anything that is linked to a contact, lead, or account in your CRM
- B. You can create and sync a custom object from anything that is linked to a contact, lead and account in your CRM at the same time
- C. You can create and sync a custom object from anything that is linked lead and contact, but can't be linked to account due to high risk of errors
- D. You can create and sync a custom object from any object in Salesforce

Answer: A

NEW QUESTION # 216

What is essential to setup when you are implementing Marketing Cloud Account Engagement for the first time?

- A. Setup DNS for each used domain and validate the connection
- B. Choose which sender IP to use
- C. Setup tracker subdomain and validate it
- D. Create and add a tracking code to the website

Answer: A,C,D

NEW QUESTION # 217

What is true about scoring?

- A. Marketing Cloud Account Engagement comes with a scoring model that cannot be adjusted or changed.
- B. Salesforce opportunities can influence a prospect's score.
- 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: B

NEW QUESTION # 218

LenoxSoft is in the planning stages of rolling out an account-based marketing strategy. What initial action should they take?

- A. Convert all existing leads into contacts to tie to accounts.
- B. Develop dynamic content based on lead fields.
- C. Identify attributes of the key accounts they want to target.
- D. Create all contacts as campaign members in one campaign.

Answer: C

NEW QUESTION # 219

LenoxSoft's web developer told the marketing team that the company website already has a Google Analytics tracking code in place, so the Marketing Cloud Account Engagement tracking code is unnecessary.

Which two benefits of installing the Marketing Cloud Account Engagement tracking code should be considered?

Choose 2 answers

- A. Track the prospect's click path through the website's content.
- B. Capture complete demographic information about an anonymous visitor.
- C. Trigger page actions to occur when a prospect visits a certain URL.

- D. Associate visitor activity to a prospect on form submission.

Answer: A,C

NEW QUESTION # 220

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