

# Simulated Salesforce Marketing-Cloud-Account-Engagement-Consultant Test & Marketing-Cloud-Account-Engagement-Consultant Test Book



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

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>Reporting, Metrics, and Analytics: Technical setup requirements and reporting methods are the key sub-topics here.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>Automating Business Processes: Here, the emphasis is on selecting the right tools and designing sequences of events to streamline marketing initiatives.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>Email Marketing: Best practices and standards are the main focus of this topic. It ensures that email marketing strategies are applied effectively to meet customer business needs and achieve desired outcomes.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 6	<ul style="list-style-type: none"> <li>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.</li> </ul>

- Evaluation: The assessment and recommendation process is key to this topic. It covers sub-topics such as analyzing and recommending paths forward, designing strategies to identify customer needs, and staying up-to-date with marketing trends and tools.

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### **Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q210-Q215):**

#### **NEW QUESTION # 210**

LenoxSoff's marketing team wants to make it easier for prospects to manage to opt in and out of marketing emails. What can they consider doing to accomplish this goal?

- A. Remove the global opt out link from marketing emails.
- **B. Create a custom email preference center page.**
- C. Enable prospect resubscribe in Marketing Cloud Account Engagement Settings.
- D. Minimize public lists used in marketing emails.

**Answer: B**

#### **NEW QUESTION # 211**

LenoxSoff wants to ensure that prospects who meet the following criteria are assigned to one of the five users.

In a round robin fashion:

- \* Completed the "Product Interest" form
- \* A score higher than 100
- \* A grade higher than a C
- \* Is a member of the "Target Account" list

What should LenoxSoff use to accomplish this business requirement?

- **A. Automation rule and user group**
- B. Form completion action and user queue
- C. Automation rule and user queue
- D. Form completion action and user group

**Answer: A**

#### **NEW QUESTION # 212**

You have been asked to create a form that gathers information from prospects. This information should be available in Marketing Cloud Account Engagement as well as a custom build community site. How would you achieve this?

- **A. Create a website form that submits the details to the community site and integrate it with a Marketing Cloud Account Engagement form handler.**
- B. Create a website form that integrates with a Marketing Cloud Account Engagement form handler, details are submitted to the community site using Marketing Cloud Account Engagement API.
- C. Create a Marketing Cloud Account Engagement form and via an automation rule submit the details to the community site.

- D. Create a Marketing Cloud Account Engagement form and via completion actions submit the details to the community site.

**Answer: A**

#### NEW QUESTION # 213

LenoxSoft operates in both North America and Europe and has separate Marketing Cloud Account Engagement Business Units (PBUs) for each country within each region. The Chief Marketing Officer who oversees both regions wants to ensure that the assets are as personalized as possible to their respective country.

What could LenoxSoft marketers create for each region to meet this requirement?

- A. A tracker domain that is not specific to any given region or country and apply it to the assets used in both the European and North American BUs.
- **B. Multiple tracker domains within each BU that are country specific. Apply country relative tracker domains to assets delivered in each country.**
- C. A tracker domain specific to the European region and an additional tracker domain specific to the North American region.
- D. Assets that adhere to GDPR best practices in the European BUs and CAN-SPAM best practices in the North American BUs.

**Answer: B**

#### NEW QUESTION # 214

Why should a company assign prospects in Marketing Cloud Account Engagement via Salesforce active assignment rules instead of using other Marketing Cloud Account Engagement assignment actions?

- A. The ability to allow Salesforce to overwrite an assigned user in Marketing Cloud Account Engagement
- **B. The ability to assign prospects based on specific criteria being met**
- C. The ability to assign prospects via automation instead of manually
- D. The ability to use existing complex Salesforce lead routing processes

**Answer: B**

#### NEW QUESTION # 215

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