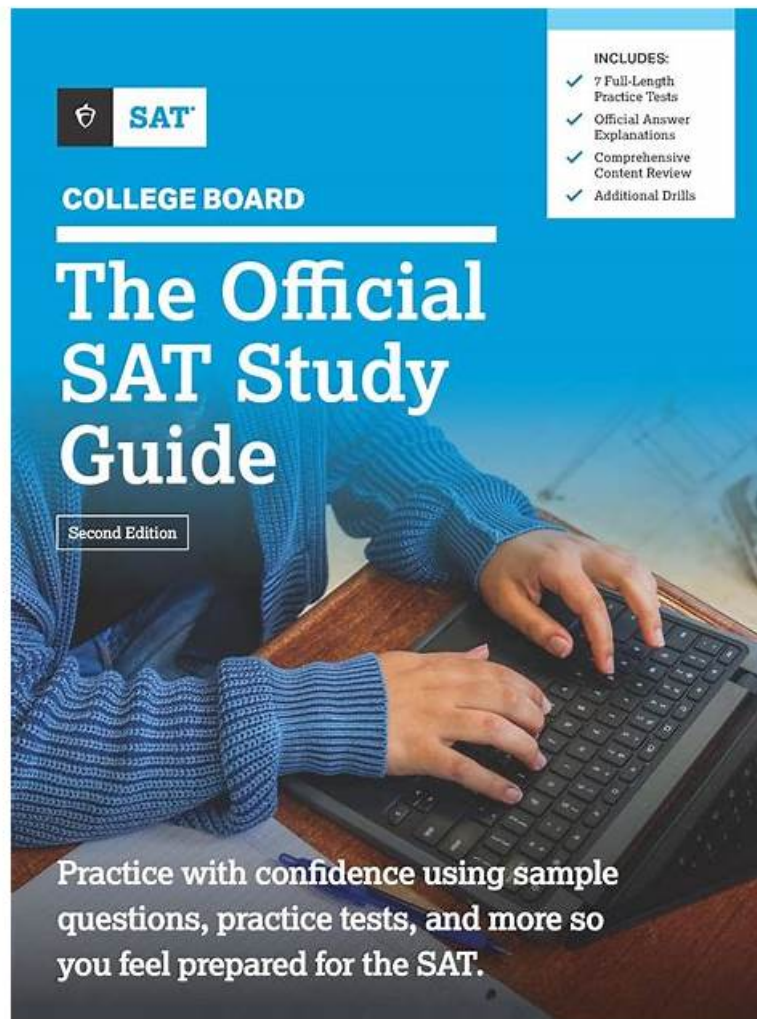


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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q234-Q239):

### NEW QUESTION # 234

LenoxSoft has an event coming up and wants to have a landing page to collect registrations. They want to create the page using a drag-and-drop experience and don't want to use any HTML or CSS.

How should a consultant recommend setting this up?

- A. Create a custom layout template in Marketing Cloud Account Engagement that contains form elements. Create a landing page using that template.
- B. Create a landing page using the enhanced landing page experience. Use the HTML component to iframe in a Marketing Cloud Account Engagement form to track submissions.
- C. Create a landing page using the enhanced landing page experience. Use the Marketing Cloud Account Engagement Form component to add a Marketing Cloud Account Engagement form to track submissions.
- D. Create both a landing page and form using the enhanced landing page experience.

**Answer: C**

### NEW QUESTION # 235

The LenoxSoft sales and marketing teams are looking for more insights into which leads are most likely to buy based off of their engagements.

What feature should be recommended?

- A. Einstein Behavior Score
- B. Marketing Cloud Account Engagement Grade field
- C. Einstein Lead Score
- D. Marketing Cloud Account Engagement Score field

**Answer: A**

Explanation:

Explanation

[https://help.salesforce.com/articleView?id=sfMarketing\\_Cloud\\_Account\\_Engagement\\_einstein\\_behavior\\_scoring.htm&type=5](https://help.salesforce.com/articleView?id=sfMarketing_Cloud_Account_Engagement_einstein_behavior_scoring.htm&type=5)

### NEW QUESTION # 236

LenoxSoft has very specific lead qualification that has to be met before assigning prospects to an inside sales rep: \*The prospects must be located in Texas or California \*The prospects must submit their Request a demo form. When those two criteria are met they want to automatically assign the prospects to a inside sales rep.

State is a required field on the Request a demo form. How would you have LenoxSoft automate the assignment?

- A. Export the submission report & Import
- B. Run an automation rule to assign based on the Request demom Submission & prospect status field
- C. Run completion Action on form Request a demo with action notify Admin
- D. Run completion Action on form Request a demo with action assign to user

**Answer: B**

### NEW QUESTION # 237

Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited the pricing page. Which automation tool would best achieve this?

- A. Create a form with a Completion Action to send a pricing sheet.
- B. Create a Dynamic List based on page view to segment automatically
- C. Create a Page Action set to Tag prospects as having viewed it and add them to a list.
- D. Create a special campaign to track pricing page views.

**Answer: C**

### NEW QUESTION # 238

Upon provisioning Marketing Cloud Account Engagement, LenoxSoft's Salesforce administrator identifies that a new user, B2BMA Integration, is created. What would be the explanation for this new user?

- A. B2BMA Integration is an automatically provisioned user that creates Engagement History objects in Salesforce.
- B. B2BMA Integration is an automatically provisioned user that enables user sync from Salesforce to Marketing Cloud Account Engagement.
- **C. B2BMA Integration is an automatically provisioned user that connects to Salesforce to sync data.**
- D. B2BMA Integration is an automatically provisioned user that sends data to Einstein Analytics for B2B Marketing.

**Answer: C**

### NEW QUESTION # 239

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