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NEW QUESTION 43

A developer created a weather app that contains multiple Lightning web components. One of the components, called Toggle, has a toggle for Fahrenheit or Celsius units. Another component, called Temperature, displays the current temperature in the unit selected in the Toggle component. When a user toggles from Fahrenheit to Celsius or vice versa in the Toggle component, the information must be sent to the Temperature component so the temperature can be converted and displayed.

What is the recommend way to accomplish this?

- A. The Toggle component should call a method in the Temperature component.
- B. Use Lightning Message Service to communicate between the components.
- C. Create a custom event to handle the communicate between the components.
- D. Use Lightning Message Service to communicate between the component.

Answer: C

NEW QUESTION 44

A developer created a Visualforce page and custom controller to display the account type field as shown below. Custom controller code: `public class customCtrlr { private Account theAccount; public String actType; public customCtrlr() { theAccount = [SELECT id, Type FROM Account WHERE Id = :apexPages.currentPage().getParameters().get('id')]; actType = theAccount.Type; } }` Visualforce page snippet:

The Account Type is {!actType} The value of the account type field is not being displayed correctly on the page. Assuming the custom controller is property referenced on the Visualforce page, what should the developer do to correct the problem?

- A. Add with sharing to the custom controller.
- B. Change theAccount attribute to public.
- C. Convert theAccount.Type to a String.
- D. Add a getter method for the actType attribute.

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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q87-Q92):

NEW QUESTION # 87

LenoxSoft offers two distinct product lines, each with its own sales team.

Based on prospect activity, what is the recommended way to provide each sales team with relevant prospect interest in each product line?

- A. Create completion actions on every asset to tag prospects based on the product line they are interested in, filtering the score report by that tag.
- B. Create page actions on each product line's web pages to notify users and increase score when prospects visit each product line's section of the website.
- C. Create emails with links to whitepapers for each product line and create completion action to increase the prospect's score by 10 for one product line and 20 for the other.
- D. Create scoring categories for each product line that calculates points based on the prospect's interaction with marketing assets related to those product lines.

Answer: B

NEW QUESTION # 88

"LenoxSoft is releasing a critical system change that requires their customers to take action in order to avoid service interruption. How could they communicate this to all Marketing Cloud Account Engagement prospects?"

- A. Send an operational email to all prospects.
- B. Send a list email to all prospects who are opted in.
- C. Send an automated operational email to all prospects.
- D. Send Engage emails to all prospect who are opted in.

Answer: A

NEW QUESTION # 89

What is true about Marketing Cloud Account Engagement tracking?

- A. Visitors and prospects that have "do not track" settings enabled on their browser will not have their activities tracked while on your site.
- B. The code is generated from a Salesforce campaign
- C. Visitor filters can be added to Marketing Cloud Account Engagement to restrict tracking (clicks, visits, email notifications etc) from certain IP addresses
- D. Cookies will always expire after 10 years

Answer: A,C

NEW QUESTION # 90

Lenoxsoft currently has prospect data in another email-sending platform, and they want to migrate it over to Marketing Cloud Account Engagement. The system has a list of mailable prospects and a list of unmailable prospects who unsubscribed/opted-out that do NOT exist in Salesforce. The marketing team wants to make sure that they stay compliant with the permission-based Marketing Policy while maintaining their database of unsubscribed/opted out prospects when they migrate this data over to Marketing Cloud Account Engagement. How should the data be imported?

- A. Import unmailable prospects in Marketing Cloud Account Engagement; mark as global opt-out.
- B. Import all prospect data and create a suppression list.
- C. Import only the list of mailable prospects in Marketing Cloud Account Engagement.
- D. Import unavailable prospects in Marketing Cloud Account Engagement; perform permission pass.

Answer: A

NEW QUESTION # 91

Which one is Marketing Cloud Account Engagement Event Connector

- A. EventMe
- B. Eventor
- C. Eventbrite
- D. TheEvents

Answer: C

NEW QUESTION # 92

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