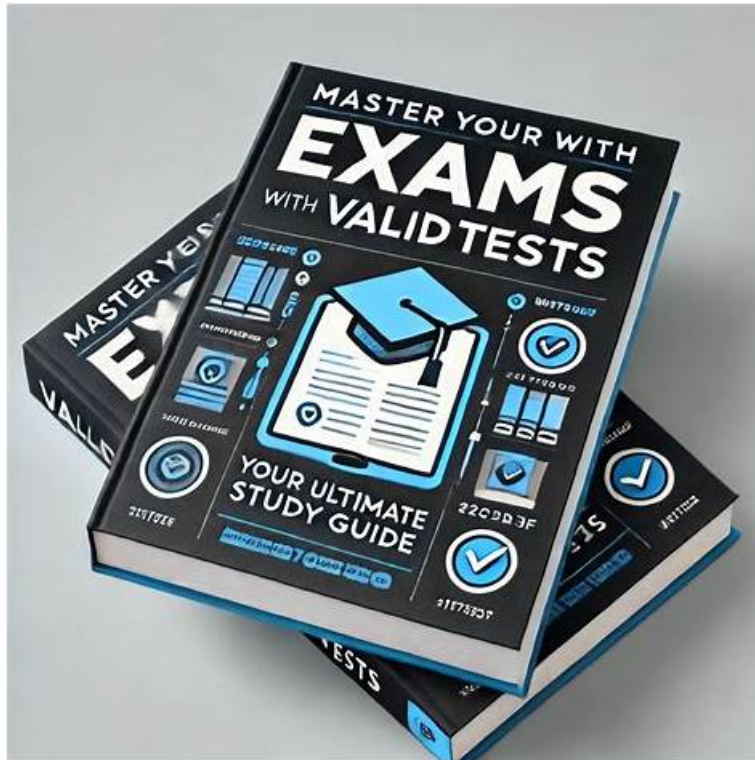


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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q17-Q22):

NEW QUESTION # 17

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 any object in Salesforce
- D. 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

Answer: A

NEW QUESTION # 18

LenoxSoft dispatches service technicians to customer locations when their hardware is malfunctioning. After a service call, a customer service satisfaction rating is recorded and stored on the Case object in Salesforce. The LenoxSoft marketing team would like to use a high (>8) rating to classify a prospect as "Satisfied." Satisfied customers need to be automatically added to a specific engagement program for future up-selling.

What process would accomplish this in Marketing Cloud Account Engagement?

- A. Workflow to copy the satisfaction rating from cases to contacts and map that field to Marketing Cloud Account Engagement
- B. Marketing Cloud Account Engagement custom object mapped to the Case object > Static list and add all prospects whose Case
- C. Marketing Cloud Account Engagement custom object mapped to the Case object > Dynamic list where prospects match when the
- D. Lookup field to copy the satisfaction rating from cases to contacts and map that field to Marketing Cloud Account Engagement prospects > Dynamic list where prospects match when the prospect has a satisfaction rating over 8 > Use the dynamic list as the recipient list on an engagement program

Answer: C

NEW QUESTION # 19

"A user imported a CSV file of 100 prospects into Marketing Cloud Account Engagement to perform a mass update on the Country field. When the import completed, they noticed only 90 prospects were updated.

Which two reasons could explain why the remaining 10 prospects were not updated?

Choose 2 answers

- A. The remaining prospects' email addresses contained domains from free ISPs such as Yahoo and Google.
- B. The Country field has validation enabled and the updated field values did not match existing values.
- C. The user who performed the import is not the assigned user listed on the remaining prospects.
- D. The remaining prospects are in the Recycle Bin and the user did not select to undelete them.

Answer: C,D

NEW QUESTION # 20

LenoxSoft wants to add 50 points to the scores for prospects who attended a webinar last month. How would you advise them to accomplish this?

- A. Create a new segmentation rule.
- B. Select all prospects in the webinar attendees table and use the table action at the bottom to add to their scores.
- C. Add a completion action to the form the prospects completed to register for the webinar.
- D. Create a new automation rule.

Answer: D

NEW QUESTION # 21

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 first assign to the assigned user and then to notify the user.
- B. Add form completion actions to first assign to the user and then to create a Salesforce task.

- C. Add form completion actions to add to the engagement studio program and notify the assigned user.
- D. Add form completion actions to send customized email with a call reminder to the sales user.

Answer: B

NEW QUESTION # 22

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