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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q39-Q44):

### NEW QUESTION # 39

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

**Answer: C**

#### NEW QUESTION # 40

LenoxSoft has been using Marketing Cloud Account Engagement and Salesforce for one year and have enabled Einstein Behavior Scoring.

What guidance should the system administrator give to the LenoxSoft sales team so they can gain context into why their prospects are being scored the way they are?

- A. To read the behavior score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.
- B. To access the B2B Marketing Analytics app so they can look through the campaigns that the prospects have engaged with over the last year.
- **C. To read the lead score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.**
- D. To always book a follow up call with prospects and record notes from the call in the Marketing Cloud Account Engagement Notes field for future review.

**Answer: C**

#### NEW QUESTION # 41

LenoxSoft using Marketing Cloud Account Engagement Pro is rolling out a new lead generation campaign where prospects register for a trade show on a Marketing Cloud Account Engagement-hosted landing page.

The consultant suggests creating two

versions of the landing page and using a multivariate test, but LenoxSoft is unfamiliar with the feature. What is the primary benefits of using a multivariate test in this campaign?

- A. Marketing Cloud Account Engagement will automatically send underperforming landing page to recycle bin
- B. Marketing Cloud Account Engagement will automatically populate personalized information of each unique prospect.
- **C. Marketing Cloud Account Engagement will determine which version of the landing page generated most conversions**
- D. Marketing Cloud Account Engagement will give you content ideas for each landing page.

**Answer: C**

#### NEW QUESTION # 42

LenoxSoft has a large database of leads and contacts in Salesforce. These leads and contacts contain information stored in custom fields. They have not imported these leads or contacts into Marketing Cloud Account Engagement or set up any custom fields in Marketing Cloud Account Engagement.

What should their first step in Marketing Cloud Account Engagement?

- A. Enable custom field creation via the Salesforce Connector.
- **B. Manually create and map custom fields in Marketing Cloud Account Engagement.**
- C. Import .CSV file containing custom field data into Marketing Cloud Account Engagement.
- D. Import leads and contacts from Salesforce into Marketing Cloud Account Engagement.

**Answer: B**

Explanation:

Explanation

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### NEW QUESTION # 43

An admin user would like to create a User Role for a new marketing intern to only have the ability to view prospect lists and emails that have already been sent. Which of the following is the best way for the Admin user to set up this role for the intern if LenoxSoft has an Ultimate level account?

- A. Create a Custom User Role with only the options to 'view' & 'edit' lists and 'view' emails selected
- **B. Create a Custom User Role with only the options to 'view' lists and 'view' emails selected**
- C. Set the intern up in the Default 'Marketing Intern' User Role
- D. Set the intern up in the Default 'Marketing' User Role

**Answer: B**

### NEW QUESTION # 44

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