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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q191-Q196):

NEW QUESTION # 191

What can you do in Advanced Section of Look and Feel step in Marketing Cloud Account Engagement Form

- A. Include "Not you?" link to allow visitors to reset the form
- B. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- C. PI Enable explicit bot protecting using reCAPTCHA
- D. Disable autoresponder emails on this form

Answer: A,B,C

NEW QUESTION # 192

A Marketing Cloud Account Engagement administrator just created scoring categories for each product line. Assets from Folder A are aligned to Scoring Category A, and assets from Folder B are aligned to Scoring Category B.

What action should the admin take to ensure the sales team can view this new category score for each lead or contact?

- A. Share both Folder A and Folder B with the sales users' records in Marketing Cloud Account Engagement.
- B. Replace the Score field with Category Score fields on lead and contact page layouts in Salesforce.
- C. Assign the Marketing Cloud Account Engagement Category Scoring permission set to the sales user's profile in Salesforce.
- **D. Add the Marketing Cloud Account Engagement Category Score related list to the lead and contact page layouts in Salesforce.**

Answer: D

NEW QUESTION # 193

A company's sales reps use the "Status" field in Salesforce to indicate where the lead is in the sales funnel. A Marketing Cloud Account Engagement administrator wants to send each prospect a series of nurture emails when their sales rep updates their "Status" field to "Nurture." The administrator wants to automate this entirely inside of Marketing Cloud Account Engagement.

How should this workflow be automated?

- **A. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create a dynamic list to detect the "Nurture" value > Add as recipient list on engagement program to send emails**
- B. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create an automation rule to detect the "Nurture" value > Automation rule sends an autoresponder email
- C. Create a report in Salesforce based on lead status of "Nurture" > Export and import into Marketing Cloud Account Engagement > Create a list from import > Add as recipient list on engagement program
- D. Create a CRM Visible list in Marketing Cloud Account Engagement > Have sales also add these "Nurture" leads to that list in Salesforce > Create an automation rule to send email based on list membership

Answer: A

NEW QUESTION # 194

The marketing team likes to thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them. What Marketing Cloud Account Engagement feature of email now can be used to run these tests?

- **A. Create a test list of approved users to use in the testing tab of the email now.**
- B. Create a static list of approved users to use as the recipient list in the sending tab.
- C. Create a one off email test send by entering an email address in the Send to Emails section of the testing tab
- D. Create a dynamic list of approved users to use as the recipient list in the sending tab.

Answer: A

NEW QUESTION # 195

Is it possible to split Dynamic Lists into more than two Static Lists?

- **A. True**
- B. False

Answer: A

NEW QUESTION # 196

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