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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q22-Q27):

NEW QUESTION # 22

LenoxSoft product is setup on an annual renewal. The marketing team is having issues to send emails out to their prospects when its time to renew on the annual product. On top of it sales is complaining they have no insights when an annual renewal email was sent. LenoxSoft uses a custom field of "Contract" with a value of "Renewed" for prospects who have already renewed their product subscription or its "blank" if they have yet to renew. LenoxSoft wants to automate this process with an engagement studio that can

do the following: * Adds/Removes prospects to the engagement studio based on renewal status * Sends a series of emails to renew their subscription * Gives sales continuous insights to prospect engagement Based on the above criteria what would you recommend to LenoxSoft?

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- A. Build automation rules add criteria as Contact as blank add action as notify assigned user
- B. Build dynamic list add criteria as Contact as "Renewed" add action as notify assigned user
- **C. Build dynamic list add criteria as Contact as blank add action as notify assigned user**
- D. Build automation rules add criteria as Contact as "Renewed" add action as notify assigned user

Answer: C

NEW QUESTION # 23

Lenoxsoft wants to continue to use their existing forms. Marketing Cloud Account Engagement form handlers cannot be used due to the encryption placed on them. However, Lenoxsoft wants all future leads or contacts converted via their existing forms to be created as prospects in Marketing Cloud Account Engagement with their Marketing Cloud Account Engagement campaign set to Salesforce connector. With this restriction outlines, Lenoxsoft wants to build an automated process with the following requirements: - New prospects are added to the New Lead engagement program and remain until they reach a score of 100 - Once prospects reach a score of 100, they should no longer receive emails from the New Lead engagement program. Based on the above, which process should the Consultant recommend?

- A. Build an Automation rule :: Prospect Campaign is :: Salesforce is:: Salesforce Connector and prospect score :: is less than :: 100, Action :: add to list
- B. Build an Automation rule :: Prospect Created Date ago is :: 100 :: and prospect score:: is less than :: 10, Action :: add to list
- C. Build a Segmentation rule :: Prospect Campaign is :: Salesforce Connector and Prospect Score :: is more than :: 100, Action :: add to list
- **D. Build a Dynamic List:: Prospect Campaign is :: Salesforce Connector and prospect score:: is less than:: 100, Action:: add to list.**

Answer: D

NEW QUESTION # 24

LenoxSoft finds that prospects are unsubscribing from emails, but they wants to make sure the prospects are intending to unsubscribe from all emails and it isn't a mistake. What should be implemented?

- A. Opting out a prospect is irreversible. A solution to confirm the opt out or opt prospects back in cannot be implemented.
- **B. Set up a Marketing Cloud Account Engagement template for the automated resubscribe feature to have an email sent to allow opted out prospects to opt back in.**
- C. Opt prospects back in only if they have interacted with other marketing content and have a Marketing Cloud Account Engagement score greater than 10 using an automation rule.
- D. Create a completion action to assign a task to the Assigned User to make a phone call to ensure the prospect intended to unsubscribe.

Answer: B

NEW QUESTION # 25

There is Custom Field Type in Marketing Cloud Account Engagement called Email

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

Answer: A

NEW QUESTION # 26

Lenoxsoft wants individual engagement programs for each of their sales 'Status' field values. They want to ensure as Status field values change, the prospect will automatically stop receiving the previous program and move to the next program to receive only the relevant content. What solution would you recommend

- **A. Static list or Dynamic, both list can be used**
- B. Test list
- C. Dynamic list
- D. Static list

Answer: A

NEW QUESTION # 27

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