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## **Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q107-Q112):**

### NEW QUESTION # 107

LenoxSofit 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. LenoxSofit 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. LenoxSofit 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 LenoxSofit?

LenoxSofit 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. LenoxSofit 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. LenoxSofit 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 LenoxSofit?

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

**Answer: D**

### NEW QUESTION # 108

Lenoxsofts licensing software is based on annual contract renewals. The marketing department is struggling to send reminders to customers, and the sales department has no insight into what reminders marketing is sending. Lenoxsoft uses the custom field "Contract" which contains the value "Renewed" for prospects who have already renewed or is blank is they have yet to renew. Lenoxsoft wishes to set up an Engagement program that does the following: - Automatically adds/removes Prospects to the Renewal Engagement program based on their renewal status - Sends a series of reminders to Prospects who have NOT yet renewed - Gives sales continuous insight into prospect engagement with the program. Based on the requirements outlined, which of the following is the best process for Lenoxsoft to set up?

- A. Build an automation rule with the criteria of :: Prospect Custom Field:: contract:: is:: blank. Add an action of "Add to List" and an action of "Notify assigned user."
- B. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."
- **C. Build a dynamic list with the criteria of: Prospect Custom Field :: Contract:: is:: blank. Associate the list to the Renewal Engagement program and add an action of "Notify assigned user" at intervals.**
- D. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."

**Answer: C**

### NEW QUESTION # 109

LenoxSofit has two primary groups of contacts in their Salesforce account, managed separately using Marketing Cloud Account Engagement Business Units (PBUs). They have one marketing team that needs to manage campaigns for both business units (BUs). How should this be configured?

- A. Create multiple Salesforce users with the same email address connected to one Marketing Cloud Account Engagement user, then use the business unit switcher.
- **B. Create Marketing Cloud Account Engagement user records in each business unit connected to the same Salesforce users, then use the business unit switcher.**
- C. Create Marketing Cloud Account Engagement user records in one business unit, then use the business unit switcher to access each account.
- D. Create one Salesforce user connected to one Marketing Cloud Account Engagement user, then use Marketing Cloud Account Engagement user groups to use the business unit switcher.

**Answer: B**

### NEW QUESTION # 110

What is true about the Salesforce connector [Choose two answers]

- A. Only lead, contacts and accounts are synchronized from Salesforce to Marketing Cloud Account Engagement
- **B. Email is the unique identifier unless "allow multiple Prospects with same email address" is enabled.**
- **C. You can connect Marketing Cloud Account Engagement to a Salesforce sandbox or production environment**
- D. When connecting Marketing Cloud Account Engagement and Salesforce you only need to follow a connection wizard in Marketing Cloud Account Engagement.

**Answer: B,C**

### NEW QUESTION # 111

LenoxSoft offers a range of products and each product has a unique website with a custom domain. They want to build landing pages in Marketing Cloud Account Engagement for upcoming webinars that appear to have a webpage URL that appropriately coordinates with the featured product.

What should be done to ensure each landing page URL looks like it is a part of the unique product website?

- A. Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page.
- B. Create a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.
- C. Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.
- **D. Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.**

**Answer: D**

### NEW QUESTION # 112

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