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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q261-Q266):

NEW QUESTION # 261

"LenoxSoft's marketing team developed a cross-selling engagement studio program for customers who have 1 or more of their products. They want to empower sales users who have Salesforce Engage licenses to make sure their contacts are included in the program.

What is the best way to allow sales to accomplish this?

- **A. Add contacts to the program's Campaign as campaign members.**
- B. Use the Add to Nurture action on page layouts.
- C. Export contacts from Salesforce and import them into Marketing Cloud Account Engagement.
- D. Use the Add to List completion action on forms.

Answer: A

NEW QUESTION # 262

LenoxSoft has a grading profile for business units in both United States and Canada. Both profiles contain options for the industry field and several prospects with the grade of "A". What do we know about LenoxSoft's current grading strategy?

- **A. LenoxSoft uses an automation rule to match the criteria US or Canada to make a grading impact.**
- B. LenoxSoft uses location-based scoring categories.
- C. LenoxSoft added location-based criteria.
- D. LenoxSoft must add prospect to a dynamic list.

Answer: A

NEW QUESTION # 263

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

Answer: B

NEW QUESTION # 264

What task should be completed to surface engagement history metrics on campaigns after enabling connected campaigns and assigning the correct permissions?

- A. Add engagement history metrics related lists to campaign page layouts.
- B. Add engagement history lightning component to lead & contact page layouts.
- **C. Add engagement history activity related lists to lead & contact page layouts.**
- D. Add emails to campaign start displaying engagement history metrics on campaigns.

Answer: C

NEW QUESTION # 265

A Marketing Cloud Account Engagement administrator wants to enable the Engage Sales Tools page in Salesforce. Which two resources are available via this page in Salesforce? Choose 2 answers to set Engage

- A. A link to Salesforce Engage training resources
- B. Campaign send limits
- C. A link to assign licenses and permission sets
- D. A link to download Engage Alerts for Mac

Answer: A,D

NEW QUESTION # 266

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