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Salesforce Marketing-Cloud-Account-Engagement-Consultant Exam Syllabus Topics:

Topic	Details
Topic 1	• Evaluation: The assessment and recommendation process is key to this topic. It covers sub-topics such as analyzing and recommending paths forward, designing strategies to identify customer needs, and staying up-to-date with marketing trends and tools.
Topic 2	• Lead Management: This topic covers the development and recommendation of lead generation strategies, including the classification of prospects and the routing of qualified and unqualified leads.
Topic 3	• Reporting, Metrics, and Analytics: Technical setup requirements and reporting methods are the key sub-topics here.
Topic 4	• Sales Emails and Alerts: This topic covers the configuration and benefits of Sales Emails and Alerts.
Topic 5	• Email Marketing: Best practices and standards are the main focus of this topic. It ensures that email marketing strategies are applied effectively to meet customer business needs and achieve desired outcomes.

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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q148-Q153):

NEW QUESTION # 148

Which actions can be achieved with completion actions? [Choose three answers]

- A. Increment prospect field value
- B. Set profile
- C. Assign to queue
- D. Notify account owner

Answer: A,B,C

NEW QUESTION # 149

LenoxSoft is launching a new customer newsletter and wants to ensure prospects who receive their product launch announcements are able to express interest in opting in to receive the newsletter as well. Which feature should meet their needs?

- A. Email Preference Center and Dynamic Public List
- B. Email Preference Center and Static Public List
- C. Static Public List and Automation Rule
- D. Salesforce Engage and CRM Visible List

Answer: B

NEW QUESTION # 150

LenoxSoft has a service portal for customers. A Marketing Cloud Account Engagement page action set by the admin will change a prospects engagement custom field to "Engaged" for any prospect who views this service portal page. Customers who visit this portal more often have a higher company satisfaction rate. Those who rarely visit the portal have a high rate of attrition. LenoxSoft wants to encourage customers to engage with the service portal and has the following requirements: * Prospects with no Engagement custom field value should be added to the Engagement Program. * If prospects registers for an upcoming webinar and views the training portal they should be removed from the engagement program. What steps do you recommend to achieve those requirements?

- A. Automation Rule with blank criteria and add action &
- B. Automation Rule with blank criteria and add action & Dynamic List with attended webinar and remove action
- C. Automation Rule with blank criteria and add action & segmentation rules with attended webinar and remove action
- D. Automation Rule with blank criteria and add action & Completion action rules with attended webinar and remove action
- E. Automation rules with attended webinar and remove action

Answer: A

NEW QUESTION # 151

LenoxSoft hosts content in Marketing Cloud Account Engagement and makes it available to prospects via a form submission on their website. They have noticed a high number of form submissions, but some email addresses provided appear to be invalid or fake.

Which two strategies for gating content should ensure real prospects are the ones accessing the content?

Choose 2 answers

- A. Prospects with invalid emails are sent an autoresponder requesting email verification.
- B. Using the data format drop-down, set the email validation option at the form level.
- C. Prospects with invalid emails are marked as 'Do Not Email' to avoid future communication.
- D. Send the content via an autoresponder email with a link to download the content.

Answer: A,B

NEW QUESTION # 152

What is true about scoring? [Choose one answer]

- A. Marketing Cloud Account Engagement will automatically assign prospects a score from F- to A+.
- B. Salesforce opportunities can influence a prospect's score.
- C. It is not possible to reset a prospect's score to 0.
- D. Marketing Cloud Account Engagement comes with a scoring model that cannot be adjusted or changed.

Answer: B

NEW QUESTION # 153

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