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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q92-Q97):

NEW QUESTION # 92

Can we connect Twilio SMS Center via Marketing Cloud Account Engagement Connector?

- A. True
- B. False

Answer: A

NEW QUESTION # 93

which two considerations should be made when implementing an account-based marketing strategy?
Choose 2 answers

- A. Account-based marketing personalizes experiences for prospects.
- B. Account-based marketing completely replaces broad-based marketing.
- C. Account-based marketing can be implemented in stages.
- D. Account-based marketing is only a good fit for certain industries.

Answer: A,C

NEW QUESTION # 94

LenoxSoft 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 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.
- 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 multiple Salesforce users with the same email address connected to one Marketing Cloud Account Engagement user, then use the business unit switcher.

Answer: B

NEW QUESTION # 95

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

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

Answer: A,B,C

NEW QUESTION # 96

You want to assign prospects to a specific sales user when that prospect submits a form and is from region EMEA. What tool do you need to use? [Choose one answer]

- A. Completion Action
- B. Dynamic List
- C. Segmentation Rule
- D. Automation Rule

Answer: D

NEW QUESTION # 97

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