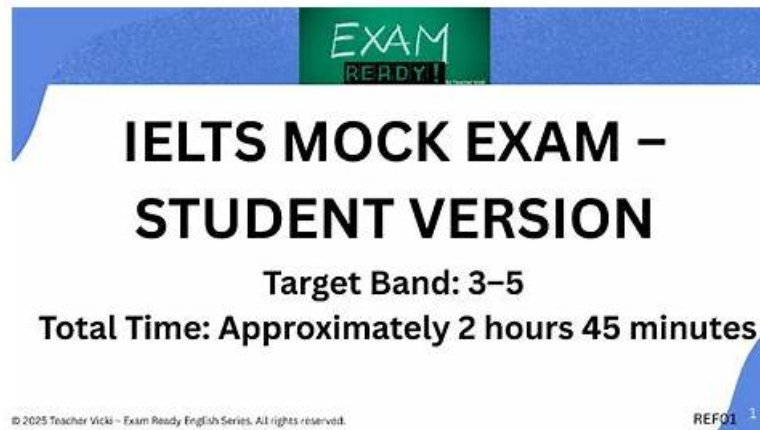


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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q243-Q248):

NEW QUESTION # 243

Which is not a standard role in Marketing Cloud Account Engagement?

- A. Marketing
- B. Administrator
- C. Sales Manager
- D. Sales User

Answer: D

NEW QUESTION # 244

Which editions of Marketing Cloud Account Engagement provides Business Units and Einstein functionalities

- A. Only Marketing Cloud Account Engagement Advanced Edition and it includes unlimited Business Units
- B. Only Marketing Cloud Account Engagement Advanced Edition and it includes 2 Business Units, then each subsequent costs 2 000\$/month
- C. All

- D. Marketing Cloud Account Engagement Plus Edition and Marketing Cloud Account Engagement Advanced Edition

Answer: B

NEW QUESTION # 245

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

Answer: A

NEW QUESTION # 246

What would an Administrator set up to have a document automatically download after a successful form completion?

- A. Create an email template that includes a link to your document. On your form, add a completion action to "Send autoresponder email" and select the email template that includes the document.
- B. Include a link to the content in the Thank You Content of the form.
- C. Redirect the prospect to a landing page that has a link to download the content by checking the box labelled "Redirect the prospect instead of showing the form's Thank You Content."
- D. Redirect the prospect directly to the URL of the content by checking the box labeled "Redirect the prospect instead of showing the form's Thank You Content."

Answer: A

NEW QUESTION # 247

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

Answer: E

NEW QUESTION # 248

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