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## Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q200-Q205):

### NEW QUESTION # 200

LenoxSoft is requesting a nurture campaign for cold leads. Anyone who clicks on the CTA they want to create a call campaign and

anyone who doesn't click on the CTA they want them to eventually be deleted (sent to recycle bin). What objects in Marketing Cloud Account Engagement & SFDC would you use?

- A. Marketing Cloud Account Engagement Static List
- B. Marketing Cloud Account Engagement Marketing Campaign
- C. Salesforce Queue
- D. Marketing Cloud Account Engagement Engagement Program
- E. Marketing Cloud Account Engagement Automation Rule

**Answer: A,B,D**

#### NEW QUESTION # 201

LenoxSoft operates in both North America and Europe and has separate Marketing Cloud Account Engagement Business Units (PBUs) for each country within each region. The Chief Marketing Officer who oversees both regions wants to ensure that the assets are as personalized as possible to their respective country.

What could LenoxSoft marketers create for each region to meet this requirement?

- A. Multiple tracker domains within each BU that are country specific. Apply country relative tracker domains to assets delivered in each country.
- B. A tracker domain specific to the European region and an additional tracker domain specific to the North American region.
- C. A tracker domain that is not specific to any given region or country and apply it to the assets used in both the European and North American BUs.
- D. Assets that adhere to GDPR best practices in the European BUs and CAN-SPAM best practices in the North American BUs.

**Answer: A**

#### NEW QUESTION # 202

An Administrator imported a list of trade show attendees and added them all to the same Marketing Cloud Account Engagement campaign. A few months later, the Administrator wants to pull a one-time list of all of these attendees. How should this be accomplished?

- A. Run a segmentation rule based on the Marketing Cloud Account Engagement campaign
- B. Run an automation rule based on the Marketing Cloud Account Engagement campaign
- C. Run a dynamic list based on the Marketing Cloud Account Engagement campaign
- D. Look for the original list based on the Marketing Cloud Account Engagement campaign

**Answer: A**

#### NEW QUESTION # 203

What is true about A/B testing? [Choose two answers]

- A. When you turn off A/B testing you will have to choose which version to keep.
- B. It is recommended to test at least 5 different elements in your A/B tests.
- C. You can only do A/B testing on list emails.
- D. You can disable A/B testing before and after email sent.

**Answer: A,C**

#### NEW QUESTION # 204

"LenoxSoft is migrating prospect records from an external system into Marketing Cloud Account Engagement.

In this external system, each prospect has 50 custom fields.

They are trying to decide which fields to recreate in Marketing Cloud Account Engagement before importing in the records.

What are two ways they should decide which fields to recreate in Marketing Cloud Account Engagement?

Choose 2 answers

- A. Ask their accounting team to review and select the five most helpful fields.
- B. Pull a report of the data they intend to use for segmentation purposes.
- C. Review existing forms and landing pages to understand what data needs to be collected.
- D. Filter existing prospect records to see which custom fields have the most data.

**Answer: B,C**

## NEW QUESTION # 205

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While Scrum is a great Agile framework for managing complex software MCAE-Con-201 Reliable Test Sample development efforts, it does not have any intrinsic guidance on integrating Quality Assurance (QA) practices into the process.

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