Free Questions for Marketing-Cloud-Account-Engagement-Consultant by certsdeals

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Question 1

LenoxSoft is in the planning stages of rolling out an account-based marketing strategy. What initial action should they take?

Options:

A- Develop dynamic content based on lead fields.

B- Convert all existing leads into contacts to tie to accounts.

C- Identify attributes of the key accounts they want to target.

D- Create all contacts as campaign members in one campaign.

Answer:

C

Question 2

LenoxSoft just published a buyer's guide, which includes ROI calculators, pricing information, and implementation details.

Which audience would gain the maximum benefit from receiving a guide?

Options:

A- Prospects at the bottom of the funnel --- actively deciding between vendors.

B- Prospects at the top of the funnel --- newly sourced from a tradeshow.

C- Prospects at the middle of the funnel --- interacting with blog content only.

D- Prospects who have transitioned out of the funnel --- with a recently closed deal.

Answer:

B

Question 3

Question Type: MultipleChoice

LenoxSoft's IT manager refuses to implement email authentication. The marketing entries so the company can successfully send emails from their Marketing Cloud Account Engagement account.

Which two benefits of email authentication should be discussed with the IT manag

Choose 2 answers

Options:

A- Authentication provides legal protection against email abuse complaints.

B- Authentication increases deliverability rates of emails sent through Marketing Cloud Account Engagement.

C- Authentication proves Marketing Cloud Account Engagement is a legitimate sender of LenoxSoft's emails.

D- Authentication ensures the company's sending IP will not appear on blocklists.

Answer:

A, B

Question 4

Question Type: MultipleChoice

LenoxSoft's marketing manager needs to determine the number of submissions that have come through a form on a Marketing Cloud Account Engagement landing page. Which two places could this information be found?

Choose 2 answers

Question 5

Question Type: **MultipleChoice**

A marketing user wants an automated way to notify the assigned user whenever a prospect submits a specific form. However, this form has been active for six months so they want to make sure notifications will only go out for prospects that submit the form moving forward.

What should be created to notify the assigned user?

Options:

A- Segmentation rule based on the form submission

B- Automation rule based on the form submission

C- Dynamic list based on the form submission

D- Completion action on the form submission

https://www.Marketing Cloud Account Engagement.com/blog/completion-actions/

Answer:

D

Question 6

Question Type: MultipleChoice

LenoxSoft has a large database of leads and contacts in Salesforce. These leads and contacts contain information stored in custom fields. They have not imported these leads or contacts into Marketing Cloud Account Engagement or set up any custom fields in Marketing Cloud Account Engagement.

What should their first step in Marketing Cloud Account Engagement?

Options:

A- Import .CSV file containing custom field data into Marketing Cloud Account Engagement.

B- Manually create and map custom fields in Marketing Cloud Account Engagement.

C- Import leads and contacts from Salesforce into Marketing Cloud Account Engagement.

D- Enable custom field creation via the Salesforce Connector.
https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_fields_create_custom_field.htm&type=5

Answer:

B

Question 7

Question Type: **MultipleChoice**

LenoxSoft has a requirement to provide visitors to their website a consistent transition between their own hosted, branded web assets and LenoxSoft Marketing Cloud Account Engagement forms and assets.

What should be implemented to meet this requirement?

Options:

A- IP allowlist

B- Tracker domain

C- Custom redirects

D- Page actions

https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_admin_tracker_domain_parent.htm&type=5

Answer:

B

Question 8

Question Type: MultipleChoice

LenoxSoft wants to implement a form to be used in multiple places on their website, including their "Contact Us" page, for prospects to contact their team. To align with their lead generation strategy, they want to ask for additional information upon subsequent form submissions.

How should this be implemented with Marketing Cloud Account Engagement?

Options:

A- Create a Marketing Cloud Account Engagement-hosted form and host it on a separate 'Contact Us' landing page.

B- Create a Marketing Cloud Account Engagement-hosted form and place it on the website using an iframe.

C- Create a form handler and enable data kiosk entry mode.

D- Create a form handler to link to an existing form on the website.

https://help.salesforce.com/articleView?id=Marketing Cloud Account Engagement_forms_kiosk_mode.htm&type=0

Answer:

C

Question 9

Question Type: MultipleChoice

LenoxSoft has a Marketing Cloud Account Engagement form on their website that adds prospects to their monthly newsletter list upon completion. Recently, they have noticed some of the prospects on this list have invalid email addresses.

What method should be used to only add valid email addresses to their list moving forward?

Options:

A- Send an autoresponder to prospects who complete the form with a link to click to confirm opt-in status.

B- Allow the assigned sales rep to call prospects upon form submission to confirm their email address.

C- Edit the completion action on the form to only add to the list if the email address is valid.

D- Use the list to send a permission pass email and remove all hard bounces.

Answer:

A

Question 10

Question Type: **MultipleChoice**

A Marketing Cloud Account Engagement administrator finds that all of the email addresses for their Marketing Cloud Account Engagement users have changed. What would be the root cause of this change?

Options:

A- Import and update users

B- Table action updated users

C- Marketing Cloud Account Engagement Admin changed each email address

D- User sync mapped email address

Answer:

D