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

Shared by Mcconnell on 24-05-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

A marketing user wants to create a newsletter list where prospects will be automatically added based on a specific set of criteri

a. However, they also want to make sure sales users can manually add their prospects to the list even if they don't match the criteria.

Which automation tool should be used?

Options:

A- Completion action

B- Dynamic list

C- Segmentation rule

D- Automation rule

Answer:

D

Question 2

Question Type: MultipleChoice

LenoxSoft's web developer told the marketing team that the company website already has a Google Analytics tracking code in place, so the Marketing Cloud Account Engagement tracking code is unnecessary.

Which two benefits of installing the Marketing Cloud Account Engagement tracking code should be considered?

Choose 2 answers

Options:

A- Associate visitor activity to a prospect on form submission.

B- Track the prospect's click path through the website's content.

C- Capture complete demographic information about an anonymous visitor.

D- Trigger page actions to occur when a prospect visits a certain URL.

Answer:

B, D

Question 3

Question Type: MultipleChoice

Which two features would indicate LenoxSoft's Marketing Cloud Account Engagement instance has been authenticated and is ready to send emails?

Choose 2 answers

Options:

A- A green check mark next to the domain key policy

B- A green check mark next to the FBS registration ID

C- A green check mark next to the Salesforce Connected user

D- A green check mark next to the domain SPF record
https://help.salesforce.com/articleView?id=Marketing Cloud Account Engagement_email_authentication.htm&type=0

Answer:

A, D

Question 4

Question Type: MultipleChoice

LenoxSoft is a global company interested in creating Marketing Cloud Account Engagement Business Units (PBUs) to support their regional needs. How should they to access PBU features?

Options:

A- Move all users to Salesforce Lightning

B- Purchase separate Marketing Cloud Account Engagement accounts

C- Enable 'Business Unit'connector setting

D- Use the Marketing Cloud Account Engagement Lightning App
https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_sf_connector_pbus_parent.htm&type=5

Answer:

D

Question 5

Question Type: MultipleChoice

LenoxSoft is moving their forms from an external vendor into Marketing Cloud Account Engagement. The forms contain both default and custom fields. They want the forms to be hosted by Marketing Cloud Account Engagement for tracking purposes, but want to retain the same look and feel.

Which two actions should be taken to achieve this?

Choose 2 answers

Options:

A- Import the list of custom fields used on their forms to create the fields in Marketing Cloud Account Engagement.

B- Create the existing form links as custom redirects in Marketing Cloud Account Engagement for tracking.

C- Migrate the HTML and CSS of the current form into a new Marketing Cloud Account Engagement layout template.

D- Create the custom fields needed for the forms individually in Marketing Cloud Account Engagement.
https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_automation_page_actions.htm&type=5

Answer:

C, D

Question 6

Question Type: MultipleChoice

LenoxSoft wants a custom user role in Marketing Cloud Account Engagement that will allow a user to perform imports, but not to configure fields. In order to create this custom user role, they will copy an existing default user role that already has these permissions.

Which default user role should be copied in order to maintain these permissions?

Options:

A- Sales

B- Marketing

C- Administrator

D- Sales Manager
https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_default_user_roles.htm&type=5

Answer:

B

Question 7

Question Type: **MultipleChoice**

LenoxSoft's database can be split into two categories: active and inactive. They want to begin to retarget the inactive database with an email marketing campaign that:

Automatically add prospects to the list that were emailed twice in the last six weeks and inactive in the last 45 days.

Once their activity increases, they should be removed from the list. What should be their strategy?

Options:

A- Create a Dynamic List with the criteria of 'prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been active in the last 45 days'.

B- Create a Segmentation rule with the criteria of 'prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been active in the last 45 days'.

C- Create a Dynamic List with the criteria of 'prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been inactive in the last 45 days'.

D- Create an Automation rule with the criteria of 'prospect has been emailed at least 2 times in the last 6 weeks, and the prospect has been inactive in the last 45 days'.

Answer:

C

Question 8

Question Type: **MultipleChoice**

LenoxSoft added Engagement History metric fields to campaign page layouts in their Salesforce org. All of the values for the Engagement History metric fields are "0".

What could be the explanation for this experience?

Options:

A- The campaign is not a connected campaign so the data is not syncing.

B- The Marketing Cloud Account Engagement users do not have the Marketing Cloud Account Engagement permission set and cannot see the data.

C- The engagement with those assets happened before the fields were added to the page layouts.

D- The data hasn't been refreshed in 24 hours so the values haven't been updated.
https://resources.docs.salesforce.com/latest/latest/en-us/sfdc/pdf/engagement_history_implementation_guide.pdf

Answer:

A

Question 9

Question Type: **MultipleChoice**

LenoxSoft has two Marketing Cloud Account Engagement accounts: Account A and Account B. Both accounts are syncing with the same Salesforce org. Their marketing teams have consolidated and have decided to merge Account B into Account A.

What action should they take to successfully complete the migration?

Options:

A- Include prospect activity history from Account B in their prospect import if they want to retain it.

B- Get a brand new Marketing Cloud Account Engagement org and migrate both Account A and Account B into it.

C- Export existing custom field mappings to import desired fields into Account A.

D- Manually rebuild any automations built in Account B in Account A.
https://help.salesforce.com/articleView?id=000318300&type=1&mode=1

Answer:

D