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Question: 1

With Marketing Cloud Account Engagement, what is the recommended way to measure the success of an email campaign?

- A. Click Through rate
- B. Email Complain Rate
- C. HTML Open Rate
- D. Spam complaints.

Answer: A

Question: 2

The marketing team likes to thoroughly test emails before sending them. This includes being able to view the links and variable tags as prospects will see them. What Marketing Cloud Account Engagement feature of email now can be used to run these tests?

- A. Create a test list of approved users to use in the testing tab of the email now.
- B. Create a dynamic list of approved users to use as the recipient list in the sending tab.
- C. Create a one off email test send by entering an email address in the Send to Emails section of the testing tab
- D. Create a static list of approved users to use as the recipient list in the sending tab.

Answer: A

Question: 3

LenoxSoft wants to evenly assign prospects to their Sales team that meets either set of qualification criteria: Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater than C+ and score is greater than 150. What ways would you recommend in this scenario?

- A. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 - Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- B. Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 - Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- C. Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50 - Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- D. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 - Rule Group

- Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin

Answer: B

Question: 4

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

Answer: A

Question: 5

How can an interested lead that comes to Lenoxsoft's website and fills out the Contact Us form receive a follow-up email each time he or she submits?

- A. Send using the form's completion actions.
- B. Send using an automation rule
- C. Use a dynamic list to use as a recipient list on an email send.
- D. Send using a segmentation rule.

Answer: A

Question: 6

LenoxSoft would like to send out non-marketing emails to certain prospects who have opted-out. From their previous experience working with Marketing Cloud Account Engagement at another company, they know that it is a simple process to 'Enable Operational Email Sending¹ for their account. They have a tight deadline, and they need you to grant them access over the phone. Which of the following would be the appropriate course of action to take?

- A. Notify LenoxSoft that sending non-marketing emails to opted-out prospects is in violation of US CAN-SPAM laws.

- B. After being given their consent, go into their Marketing Cloud Account Engagement account settings and enable operational emails sending.
- C. Inform LenoxSoft that they need to contact the Client Advocate Team and to mention in their request to enable operational email sending that it is for non-marketing purposes.
- D. Inform LenoxSoft that you would require written confirmation that they intend to use this feature for non marketing purposes prior to enabling the setting for them.

Answer: C

Question: 7

There are a number of unassigned prospects in the Lenoxsoft database that have not been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100. What automatic workflow can be created to prevent them from getting assigned?

- A. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- C. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days
- D. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Answer: C

Question: 8

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

- A. Include a link to the content in the Thank You Content of the form.
- B. 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."
- C. 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."
- D. 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.

Answer: D

Question: 9

Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment prospects who have visited the pricing page. Which automation tool would best achieve this?

- A. Create a form with a Completion Action to send a pricing sheet.
- B. Create a Dynamic List based on page view to segment automatically
- C. Create a special campaign to track pricing page views.
- D. Create a Page Action set to Tag prospects as having viewed it and add them to a list.

Answer: D

Question: 10

You decide to build an automation rule to automatically allow prospects to match the "Title" criteria in your grade profile. You need to capture all prospects with any form of Vice President in their job title but want to exclude ones who are currently on any of your suppression lists. Which of the following sets of rule criteria will accomplish this?

- A. Match ALL overall logic: Prospect List > Isn't > suppression List A; B; C; D Prospect default field > Title > contains > Vice President; VP
- B. Match ALL overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > IS > Vice President
- C. Match ANY overall logic: Rule Group1: Match All Prospect List > Isn't > Suppression List A; B; C; D Rule Group2: Match All Prospect default field > Title > contains > Vice President; VP
- D. Match ANY overall logic: Prospect List > Isn't > Suppression List A; B; C; D Prospect default field > Title > contains > Vice President; VP

Answer: C

Question: 11

Lenoxsoft wants individual engagement programs for each of their sales 'Status' field values. They want to ensure as Status field values change, the prospect will automatically stop receiving the previous program and move to the next program to receive only the relevant content. What solution would you recommend

- A. Test list
- B. Static list
- C. Static list or Dynamic, both list can be used
- D. Dynamic list

Answer: C

Question: 12

LenoxSoft wants to create a re-engagement program that will nurture prospects if they're last activity is greater than 90 days. Once they begin the re-engagement program, if they become active, the prospects need to remain in the program. Which solution would you recommend ?

- A. Dynamic List
- B. Test List
- C. Static or Dynamic list

D. Static List

Answer: D

Question: 13

LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Marketing Cloud Account Engagement to ensure a high deliverability rate in their initial Marketing Cloud Account Engagement email sends. Choose 2 answers:

- A. Identify the currently mailable and unmailable prospects in their current email provider.
- B. How many emails a month were sent from the current email provider
- C. The date LenoxSoft last compared data between the email provider and Salesforce.
- D. When was the last time a prospect was emailed in their current email provider.

Answer: A, D

Question: 14

When integrating Marketing Cloud Account Engagement Ultimate edition with Salesforce custom objects, what are two key attributes to ensure seamless custom object integration? Select 2

- A. Lead, Contact or Account record added as a Related Object to the Salesforce custom object
- B. Salesforce Connector User has 'Read' permission to the custom object
- C. Campaign or Opportunity record added as a Related Object to the Salesforce custom object
- D. Customized 'Display in Table' values when configuring fields

Answer: A, B

Question: 15

The LenoxSoft marketing manager wants to report to the CEO each month the number of new leads

generated and what types of assets are generating those new leads. Identify the Marketing Cloud Account Engagement reports and associated KPIs that would provide these metrics. Choose 2 answers:

- A. Form Report: Impressions
- B. Lifecycle Report: New Prospects Created
- C. Form Report: Conversions
- D. Form Report: Submissions

Answer: B, C

Question: 16

What should be enabled on a Marketing Cloud Account Engagement form if an Administrator wants to sign

many people up on the same computer at a trade show booth?

- A. Kiosk/Data Entry Mode
- B. ReCAPTCHA
- C. "Not you?" Link
- D. Progressive Profiling

Answer: A

Question: 17

LenoxSoft would like to set custom scoring based on event attendance. What scoring options are available through the Marketing Cloud Account Engagement Connectors?

- A. Webinar & Event invite. Registrations & Attendance
- B. Webinar & Event Registrations & Attendance
- C. Webinar: Attended/NoShow/Registered Event :Checked In/Registered
- D. Only Webinar & Event Attendance

Answer: C

Question: 18

LenoxSoft asks you about whether filtered prospects will be affected if they are registering for an event using your WebEx connector. What advice do you give them? You simply remind them that since registering for an event is a completion action it will always run when a form is filled out.

- A. Filtered prospects will not be registered for a webinar through a Marketing Cloud Account Engagement form since "Register for a webinar" completion action and Marketing Cloud Account Engagement prospects who are filtered do not have completion actions applied to them.
- B. That may happen occasionally, but they shouldn't worry too much since most filtered prospects are usually staff members.
- C. Filtered prospects for the webinar either by removing the filter or having the filtered prospects register through the WebEx registration form itself.
- D. Filtered prospects will not be registered for a webinar through a Marketing Cloud Account Engagement form, but you can still register your

Answer: C

Question: 19

LenoxSoft using Marketing Cloud Account Engagement Pro is rolling out a new lead generation campaign where prospects register for a trade show on a Marketing Cloud Account Engagement- hosted landing page. The consultant suggests creating two versions of the landing page and using a multivariate test, but LenoxSoft is unfamiliar with the feature. What is the primary benefits of using a multivariate test in this campaign?

- A. Marketing Cloud Account Engagement will automatically send underperforming landing page to recycle bin
- B. Marketing Cloud Account Engagement will automatically populate personalized information of each unique prospect.
- C. Marketing Cloud Account Engagement will give you content ideas for each landing page.
- D. Marketing Cloud Account Engagement will determine which version of the landing page generated most conversions

Answer: D

Question: 20

An admin user would like to create a User Role for a new marketing intern to only have the ability to view prospect lists and emails that have already been sent. Which of the following is the best way for the Admin user to set up this role for the intern if LenoxSoft has an Ultimate level account?

- A. Set the intern up in the Default 'Marketing' User Role
- B. Set the intern up in the Default 'Marketing Intern' User Role
- C. Create a Custom User Role with only the options to 'view' lists and 'view' emails selected
- D. Create a Custom User Role with only the options to 'view' & 'edit' lists and 'view' emails selected

Answer: C

Question: 21

LenoxSoft wants to test all elements of their email, including variable tags, link clicks, and how the email looks on all email. Which testing strategy should you recommend to the all the elements?

- A. Use individual email test
- B. Use multivariate test & Review email preview
- C. Use rendering test and send to Test List
- D. Use A/B test

Answer: C

Question: 22

LenoxSoft wanted to deduct a prospect's score by 100 points if they visited their careers page on the website, what would be the best recommendation to implement?

- A. Page action
- B. Custom redirect
- C. Completion action
- D. Automation rule

Answer: A

Question: 23

Lenoxsofts licensing software is based on annual contract renewals. The marketing department is struggling to send reminders to customers, and the sales department has no insight into what reminders marketing is sending. Lenoxsoft uses the custom field "Contract" which contains the value "Renewed" for prospects who have already renewed or is blank if they have yet to renew. Lenoxsoft wishes to set up an Engagement program that does the following: - Automatically adds/removes Prospects to the Renewal Engagement program based on their renewal status - Sends a series of reminders to Prospects who have NOT yet renewed - Gives sales continuous insight into prospect engagement with the program. Based on the requirements outlined, which of the following is the best process for Lenoxsoft to set up?

- A. Build an automation rule with the criteria of :: Prospect Custom Field:: contract:: is:: blank. Add an action of "Add to List" and an action of "Notify assigned user."
- B. Build a dynamic list with the criteria of :: Prospect Custom Field :: Contract:: is:: blank. Associate the list to the Renewal Engagement program and add an action of "Notify assigned user" at intervals.
- C. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."
- D. Build a segmentation rule with the criteria of :: Prospect Custom Field :: Contract:: is :: Renewed and an action of "Add to list" and an action of "Notify assigned user."

Answer: B

Question: 24

LenoxSoft has had a Product Interest form live on their website for the past 3 months. They would like to make sure that, moving forward, every time the form is submitted, a custom field is updated. They also want to update that custom field for anyone who has submitted the form before today. What combination of automation tools should LenoxSoft use to achieve this?

- A. Automation rule and completion action
- B. Dynamic list and automation rule
- C. Completion action and dynamic list
- D. Segmentation rule and completion action

Answer: A

Question: 25

LenoxSoft has a grading profile for business units in both United States and Canada

a. Both profiles contain options for the industry field and several prospects with the grade of "A".

What do we know about LenoxSoft current grading strategy?

- A. LenoxSoft uses an automation rule to match the criteria US or Canada to make a grading impact.
- B. LenoxSoft added location based criteria
- C. LenoxSoft must add prospect to a dynamic list
- D. LenoxSoft uses location based scoring categories .

Answer: A

Question: 26

Prior to starting implementation, LenoxSoft wishes to consolidate all their data within Salesforce. They currently use three different systems, including Salesforce, to manage their customer data. All data does NOT currently reside in one system, and Lenoxsoft wants Salesforce to be the primary system for customer records. What is the first step Lenoxsoft should take to allow Salesforce to become the primary recordholder?

- A. Add custom prospect fields to Marketing Cloud Account Engagement and map to Salesforce.
- B. Import and merge existing records from all systems to Marketing Cloud Account Engagement
- C. Import and merge existing records from all systems to Salesforce
- D. Add custom account fields to Marketing Cloud Account Engagement and map to Salesforce

Answer: C

Question: 27

LenoxSoft wants to create Contacts instead of Leads or sync with Person Account records. What step should the consultant recommend?

- A. Locate the relevant documentation and follow the steps to enable.
- B. Update your Salesforce connector user permissions
- C. Contact Marketing Cloud Account Engagement Support to enable the necessary connector behavior
- D. Update your field mappings by going to Admin > Configure Fields

Answer: C

Question: 28

Lenoxsoft wants to continue to use their existing forms. Marketing Cloud Account Engagement form handlers cannot be used due to the encryption placed on them. However, Lenoxsoft wants all future leads or contacts converted via their existing forms to be created as prospects in Marketing Cloud Account Engagement with their Marketing Cloud Account Engagement campaign set to Salesforce connector. With this restriction outlined, Lenoxsoft wants to build an automated process with the following requirements: - New prospects are added to the New Lead engagement program and remain until they reach a score of 100 - Once prospects reach a score of 100, they should no longer receive emails from the New Lead engagement program. Based on the above, which process should the Consultant recommend?

- A. Build a Dynamic List:: Prospect Campaign is :: Salesforce Connector and prospect score:: is less than:: 100, Action:: add to list.
- B. Build a Segmentation rule :: Prospect Campaign is :: Salesforce Connector and Prospect Score :: is more than :: 100, Action :: add to list
- C. Build an Automation rule :: Prospect Created Date ago is :: 100 :: and prospect score:: is less than :: 10, Action :: add to list
- D. Build an Automation rule :: Prospect Campaign is :: Salesforce is:: Salesforce Connector and prospect score :: is less than :: 100, Action :: add to list

Answer: A

Question: 29

Lenoxsoft currently uses a Salesforce workflow to continually look for old and new leads that meet certain criteria under Job title and Industry, and adds them to a Salesforce campaign. The Marketing Cloud Account Engagement connector is verified and their existing Salesforce records have been reviewed, but they have yet to sync this data to Marketing Cloud Account Engagement. Lenox wishes to replicate this process within Marketing Cloud Account Engagement with the following requirements: - Prospects with a job title of "CEO" and Industry of "Software" are added to the Salesforce campaign. Based on those requirements, which steps should Lenoxsoft prioritize to replicate their process?

- A. Create a dynamic list to sync prospects from Salesforce. Build an Automation rule with criteria :: Job Title:: CEO :: Industry:: Software, action :: add to the Salesforce campaign.
- B. Import a .csv file of prospects. Build an Automation rule with criteria :: Job Title :: CEO :: Industry :: Software, action :: add to Salesforce Campaign
- C. Create a dynamic list to sync prospects from Salesforce. Build a segmentation rule with the criteria :: Job Title :: CEO :: Industry :: Software, action :: add to the Salesforce campaign.
- D. Import a .csv file of prospects. Build an Segmentation rule with criteria :: Job Title:: CEO :: Industry :: Software, action :: add to Salesforce Campaign

Answer: A, B

Question: 30

You have setup an automation rule to add 50 points to prospects who have had activity in the last 30 days and have submitted a specific landing page. You decide that you want to change this up to reflect more recent activity and open it up to all landing pages. You edit the rule criteria to reflect prospect last activity of 10 days or less and submission of any landing page and update the action to add 75 points instead. Which of the following statements is true?

- A. For all prospects who have already matched, no new actions will be applied.
- B. For all prospects who have already matched the rule, they will receive the 75 point completion action instead of the 50 points they already received.
- C. For prospects who have already matched but also meet the new criteria, they will receive the 75 points in addition to the 50 points they already received.
- D. For all prospects who have already matched the rule, they will receive the 75 point completion action in addition to the 50 points they already received.

Answer: A

Question: 31

LenoxSoft has very specific lead qualification that has to be met before assigning prospects to an inside sales rep: *The prospects must be located in Texas or California *The prospects must submit their Request a demo form. When those two criteria are met they want to automatically assign the prospects to a inside sales rep. State is a required field on the Request a demo form. How would you have LenoxSoft automate the assignment?

- A. Export the submission report & Import
- B. Run completion Action on form Request a demo with action assign to user
- C. Run completion Action on form Request a demo with action notify Admin
- D. Run an automation rule to assign based on the « Request demo » Submission & prospect status field

Answer: D

Question: 32

LenoxSoft has purchased a list of prospects and wants to send emails to those prospects in Marketing Cloud Account Engagement immediately. What is the correct way to handle this?

- A. Recommend that it is okay to send to purchased lists in Marketing Cloud Account Engagement.
- B. Have LenoxSoft split their purchased list into multiple sends so as to not affect the IP's reputation.
- C. Run a permissions pass on the purchased lists to get permission quickly before sending them a marketing email.
- D. Recommend that they must receive explicit permission from those prospects on the purchased list before they can upload that prospect list into Marketing Cloud Account Engagement.

Answer: D

Question: 33

LenoxSoft product is setup on an annual renewal. The marketing team is having issues to send emails out to their prospects when its time to renew on the annual product. On top of it sales is complaining they have no insights when an annual renewal email was sent. LenoxSoft uses a custom field of "Contract" with a value of "Renewed" for prospects who have already renewed their product subscription or its "blank" if they have yet to renew. LenoxSoft wants to automate this process with an engagement studio that can do the following: * Adds/Removes prospects to the engagement studio based on renewal status * Sends a series of emails to renew their subscription * Gives sales continuous insights to prospect engagement Based on the above criteria what would you recommend to LenoxSoft?

LenoxSoft product is setup on an annual renewal. The marketing team is having issues to send emails out to their prospects when its time to renew on the annual product. On top of it sales is complaining they have no insights when an annual renewal email was sent. LenoxSoft uses a custom field of "Contract" with a value of "Renewed" for prospects who have already renewed their product subscription or its "blank" if they have yet to renew. LenoxSoft wants to automate this process with an engagement studio that can do the following: * Adds/Removes prospects to the engagement studio based on renewal status * Sends a series of emails to renew their subscription * Gives sales continuous insights to prospect engagement Based on the above criteria what would you recommend to LenoxSoft?

- A. Build automation rules add criteria as Contact as blank add action as notify assigned user
- B. Build dynamic list add criteria as Contact as "Renewed" add action as notify assigned user
- C. Build dynamic list add criteria as Contact as blank add action as notify assigned user
- D. Build automation rules add criteria as Contact as "Renewed" add action as notify assigned user

Answer: C

Question: 34

During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Marketing Cloud Account Engagement features are the minimum requirement for a successful Engagement Program?

- A. Email Authentication > Salesforce Connector > Email templates > Users > Engagement program
- B. CNAME > Salesforce connector > Email Templates > Lists > Engagement program
- C. CNAME > Email Authentication > Email templates > Lists > Engagement program
- D. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program

Answer: C

Question: 35

You have been asked to create a form that gathers information from prospects. This information should be available in Marketing Cloud Account Engagement as well as a custom build community site. How would you achieve this?

- A. Create a website form that integrates with a Marketing Cloud Account Engagement form handler, details are submitted to the community site using Marketing Cloud Account Engagement API.
- B. Create a website form that submits the details to the community site and integrate it with a Marketing Cloud Account Engagement form handler.
- C. Create a Marketing Cloud Account Engagement form and via an automation rule submit the details to the community site.
- D. Create a Marketing Cloud Account Engagement form and via completion actions submit the details to the community site.

Answer: B

Question: 36

LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Marketing Cloud Account Engagement to ensure a high deliverability rate in their initial Marketing Cloud Account Engagement email sends. Choose 2 answers:

- A. The date LenoxSoft last compared data between the email provider and Salesforce.
- B. How many emails a month were sent from the current email provider.
- C. When was the last time a prospect was emailed in their current email provider.
- D. Identify the currently mailable and unmailable prospects in their current email provider.

Answer: C, D

Question: 37

LenoxSoft just purchased Marketing Cloud Account Engagement and will be migrating to Marketing Cloud Account Engagement from another marketing automation tool. On the initial kickoff call, the Marketing Manager shares their existing tool's contract ends in 3 weeks. Given the accelerated timeframe, what is the recommended first step?

- A. Install the Salesforce AppExchange Package and verify the Salesforce connector
- B. Complete the technical setup items and create Marketing Cloud Account Engagement users. Conduct a Strengths Weaknesses Opportunities and Threats (SWOT) analysis of their current marketing strategies
- C. Export all the data and assets from the existing tool
- D. Salesforce Connector User has 'Read1 permission to the custom object

Answer: C

Question: 38

LenoxSoft shows you a record where the prospect has many activities that are email clicks from the same email. Looking at the prospect's audits, you see visitor association changes where the prospect

forwarded the email to colleagues who clicked the link in the email causing the cookie intended for the original recipient to track the colleagues. Which of the following is not a Marketing Cloud Account Engagement best practice for preventing this issue in the future?

- A. Use the "Forward to a friend" variable tag in Marketing Cloud Account Engagement emails
- B. Enable Kiosk mode on the Marketing Cloud Account Engagement form
- C. Enable the Marketing Cloud Account Engagement account setting "Prevent Cookie Crossing"
- D. Enable the "Not You?" link to display on the Marketing Cloud Account Engagement form

Answer: C

Question: 39

Lenoxsoft currently has prospect data in another email-sending platform, and they want to migrate it over to Marketing Cloud Account Engagement. The system has a list of mailable prospects and a list of unmailable prospects who unsubscribed/opted-out that do NOT exist in Salesforce. The marketing team wants to make sure that they stay compliant with the permission-based Marketing Policy while maintaining their database of unsubscribed/opted out prospects when they migrate this data over to Marketing Cloud Account Engagement. How should the data be imported?

- A. Import all prospect data and create a suppression list.
- B. Import only the list of mailable prospects in Marketing Cloud Account Engagement.
- C. Import unavailable prospects in Marketing Cloud Account Engagement; perform permission pass.
- D. Import unmailable prospects in Marketing Cloud Account Engagement; mark as global opt-out.

Answer: D

Question: 40

Lenoxsoft is transitioning from their current marketing automation platform to Marketing Cloud Account Engagement. They have a landing page that they wish to migrate over to Marketing Cloud Account Engagement and need to understand what steps are involved in order to maintain the page's existing look and feel. What are the necessary first steps to migrate this landing page over to Marketing Cloud Account Engagement while maintaining the page's existing look and feel?

- A. Import the HTML file into Marketing Cloud Account Engagement and apply it to the layout template
- B. Create a Marketing Cloud Account Engagement landing page and import HTML from the landing page HTML
- C. Create layout template and import HTML from the landing page URL
- D. Import the HTML file into Marketing Cloud Account Engagement and apply it to the landing page

Answer: C

Question: 41

LenoxSoft has a training portal for customers. A Marketing Cloud Account Engagement page action changes a Prospect's Engagement custom field to Engaged for any prospects who views the page. Customer who regularly engage with the portal have more success with the platform, and those with low engagement have a high rate of attrition. To encourage engagement with the portal, Lenoxsoft wishes to use this custom field as the basis to develop a Training Engagement Program that encourages prospects to sign up for a live webinar which promotes the portal. They have the following requirements. - Prospects with no Engagement custom field value should be added to the Training Engagement Program - If Prospects register for the Webinar and view the training portal, they are removed from the Training Engagement Program What steps should Lenoxsoft take to achieve these requirements?

- A. Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if:: Add to List
- B. Create a dynamic list with the criteria :: Webinar:: Successful & Custom Prospect custom field:: engagement:: engaged :: Action of:: Remove from list
Create an automation rule with the criteria :: Prospect custom field : engagement:: blank:: Action if:: Add to List
- C. Create a completion action with the criteria :: Webinar:: Successful & Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from list
Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if:: Add to List
Create a segmentation rule with the criteria :: Webinar:: Successful & Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from list
- D. Create an automation rule : Prospect custom field [Engagement] is blank | Add to List
Create an automation rule: Prospect webinar is attended webinar AND Prospect custom field [Engagement] is engaged | Remove from list

Answer: B

Question: 42

LenoxSoft wants to add 50 points to the scores for prospects who attended a webinar last month. How would you advise them to accomplish this?

- A. Create a new automation rule.
- B. Create a new segmentation rule.
- C. Add a completion action to the form the prospects completed to register for the webinar.
- D. Select all prospects in the webinar attendees table and use the table action at the bottom to add to their scores.

Answer: A

Question: 43

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site. Which sequence of steps should the

Marketing Cloud Account Engagement Administrator take to automate this process?

- A. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
- B. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
- C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- D. Enable Visitor Filters for a specific IP range; Enable Page Actions to notify managers.

Answer: B

Question: 44

LenoxSoft wants to measure their brand awareness to raise their brand recognition for their company. The company wants to use Marketing Cloud Account Engagement to increase the number of impressions across their online channels. Which are the best reports to monitor impressions to help measure LenoxSoft's brand awareness of a period of time?

- A. Monitor no of visitors, social post engagements and natural search reports month over month
- B. Monitor no of visitors, form conversion and email click-through rate reports month over month
- C. Monitor no of prospects, social post engagements and paid search reports month over month
- D. Monitor no of prospects, form submission and email open rate reports month over month

Answer: A

Question: 45

Lenoxsoft currently uses a manual sales engagement process where assigned users manually add leads to lists

based on a lead status value of "New". The Sales Manager wishes to develop a Sales Engagement Program that streamlines this process and has the following requirements: - Only leads with a status of "New" can be added to the Program. A lead with a status of "In Progress" CANNOT be added. - Assigned users should be notified when a lead has opened an email. Based on the above requirements, which is the best way to segment prospects for Lenoxsoft's Sales Engagement Program?

- A. Create a completion action based on the Lead Status field value.
- B. Create a dynamic list based on the Lead Status field value
- C. Create an automation rule based on the Lead Status field value
- D. Create a segmentation rule based on the Lead Status field value

Answer: B

Question: 46

Which activity appears on a prospect's record when they submit a Marketing Cloud Account Engagement form named 'Contact Us' that resides on a Marketing Cloud Account Engagement

landing page?

- A. Marketing Cloud Account Engagement Successfully submitted the "Contact Us" landing page and form
- B. Marketing Cloud Account Engagement Successfully submitted the "Contact Us" form
- C. Nothing will display
- D. Marketing Cloud Account Engagement Successfully submitted the "Contact Us" landing page.

Answer: B

Question: 47

How are prospect that have started a wait step impacted when an entire engagement program is paused?

- A. They will NOT continue to progress through the wait step and once the engagement program is resumed the wait step will start where it left off.
- B. They will continue through the wait step until they hit the end of it and once the engagement program is resumed, the prospect will immediately move on to the next step even if the engagement program pause was shorter than the wait step.
- C. They will NOT continue to progress through the wait step and once the engagement program is resumed, they will start the wait step from the beginning.
- D. They will continue to progress through the wait step until they hit the end of it and once the engagement program resumed, if it has been beyond the length of the wait step logic, the prospect will immediately move on to the next step.

Answer: C

Question: 48

LenoxSoft's ideal buyer is a C-level executive with an employee base over 500. Their department should either

be technology or finance. C-level is the best fit but managers should also be included as they may make purchasing decisions. Which is the correct profile criteria for grading used to give the ideal buyer an "A" grade.

- A. Job title - C-level 3/3 Job title-Manager 3/3 Size3/3 Dept3/3
- B. Job title - C-level 3/3 Job title- Manager 3/3 Size2/3 Dept3/3
- C. Job title - C-level 3/3 Job title- Manager 3/3 Size3/3 Dept2/3
- D. Job title - C-level 3/3 Job title- Manager 2/3 Size3/3 Dept3/3

Answer: D

Question: 49

LenoxSoft's Salesforce org uses various record types for their business units. LenoxSoft wants all new data collected in Marketing Cloud Account Engagement to quickly be created in Salesforce with a

single, specific record type. Which set of actions would ensure this behavior?

- A. Automatically assign all prospects in Marketing Cloud Account Engagement and review the Salesforce Connector user's permissions.
- B. Create an Engagement Program in Marketing Cloud Account Engagement and verify the Salesforce connector.
- C. Manually assign all prospects in Marketing Cloud Account Engagement and verify the Salesforce connector
- D. Regularly export data from Marketing Cloud Account Engagement and data load file into Salesforce

Answer: A

Question: 50

LenoxSoft has completed testing in a Salesforce Sandbox org. What steps will ensure a successful move to the Salesforce Production org?

- A. Install the Marketing Cloud Account Engagement AppExchange package for Production Environments
- B. Rename the Salesforce connector for the Sandbox org
- C. Delete all data from the Sandbox org
- D. Create a new Salesforce Connector for the Production org
- E. Unverified and delete the Salesforce connector for the Sandbox org

Answer: A, D, E

Question: 51

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 onetime 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. Look for the original list based on the Marketing Cloud Account Engagement campaign
- D. Run a dynamic list based on the Marketing Cloud Account Engagement campaign

Answer: A

Question: 52

LenoxSoft would like to enable the Google AdWords connector in Marketing Cloud Account Engagement. Which of the following would you NOT advise them on before they enable the connector?

- A. They should ensure their URL structures can handle parameters before verifying the connector.
- B. The connector cannot be linked directly to an MCC account.
- C. The connector will update all of their AdWords ads to include the tracking parameter, including those that were deleted or disabled.
- D. The connector will make copies of their AdWords ads (not including those that were deleted or disabled) and include the tracking parameter in the URL for the new versions.

Answer: C

Question: 53

The marketing team you consult with wants to assign prospects to a sales user when the prospects meets at least one of the following criteria: * Successfully complete a "Request a Quote" form, OR * Has a score above 175 and a grade above B+ Which assignment model will best achieve their goals?

- A. Completion Action
- B. Automation rule match All
- C. Automation rule match Any
- D. Page Action

Answer: C

Question: 54

Lenoxsoft needs to sync their Salesforce custom objects to Marketing Cloud Account Engagement prospects in order to run an automation rule. What is the first step in the process of setting up custom object syncing between the two systems?

- A. Create the Marketing Cloud Account Engagement custom object on the prospect level before the prospect Account level
- B. Configure the Salesforce custom object to relate to th< account, lead, or contact
- C. Adjust the sync behavior on the Marketing Cloud Account Engagement custom object to use the Salesforce value
- D. Perform a full Marketing Cloud Account Engagement database sync, prior to creating the Salesforce custom object

Answer: B

Question: 55

Recommend a model to route qualified and unqualified leads across the business. Place in order from most qualified to least qualified lead. A.Low Grade | Low Score B.High Grade | Low Score C.High Grade | High Score D. Low Grade | High Score

- A. CDAB
- B. ABDC

- C. CBDA
- D. CDBA

Answer: D

Question: 56

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

Answer: A, D, E

Question: 57

Lenoxsoft uses their existing email sending platform to send a monthly promotional email to subscribers on the 15th of each month. They are beginning their Marketing Cloud Account Engagement implementation on the 5th and must send the email on time. They have asked to focus on the minimum setup in Marketing Cloud Account Engagement in order to meet their email send deadline. Based on the above constraints, what should the Consultant determine to be the first steps in Marketing Cloud Account Engagement?

- A. Set up a Marketing Cloud Account Engagement campaign, import necessary subscriber lists, and transfer email templates to Marketing Cloud Account Engagement.
- B. Implement Marketing Cloud Account Engagement tracking code, set up email authentication, and create page actions for website views.
- C. Create a folder structure, import, and map sales users, and transfer email templates into Marketing Cloud Account Engagement.
- D. Set up email authentication, import necessary subscriber lists, and transfer email templates into Marketing Cloud Account Engagement.

Answer: D

Question: 58

You are creating a new series of pay per click ads and want to track where a prospect originates when they arrive at your website. How would you set this up?

- A. Create a Marketing Cloud Account Engagement campaign for each pay per click ad and place the tracking code on the landing page
- B. Create a custom redirect for each pay per ad click and select a Marketing Cloud Account Engagement campaign for each custom redirect
- C. Create a custom redirect for each pay per click ad and use a completion action to add the prospects to a list
- D. Create a custom redirect for each pay per click ad and use an automation rule to add the prospects to a list

Answer: B

Question: 59

Lenoxsoft has a product line that is business to consumer. They use the Lead object, but the Contact and Account objects are combined. The Marketing Cloud Account Engagement Administrator wants to enable person accounts and understand how this configuration affects the syncing from Marketing Cloud Account Engagement to Salesforce. Given default Marketing Cloud Account Engagement and Salesforce syncing behavior, which statement is correct when Person Account are enabled?

- A. Marketing Cloud Account Engagement will create a lead record in Salesforce, and when the lead is converted, Marketing Cloud Account Engagement will sync with contact and account.
- B. Marketing Cloud Account Engagement will create a lead record in Salesforce, and when the lead is converted, Marketing Cloud Account Engagement will sync with the person account.
- C. The Salesforce contact level and account level fields will only sync with prospect fields in Marketing Cloud Account Engagement.
- D. The Salesforce person account record will only sync with the prospect record in Marketing Cloud Account Engagement.

Answer: B

Question: 60

LenoxSoft mentions that they would like to invest in a content strategy but is afraid they don't have the resources. What do you advise?

- A. Start a company blog and promote a few high-quality pieces of content.
- B. Post content from other websites on your own site.
- C. Hire an agency to create content.
- D. Focus on creating as much content as possible.

Answer: A

Question: 61

Select available Webinar Scoring Rules

- A. Webinar Attended
- B. Webinar Invited
- C. Webinar Refusal
- D. Webinar Registered

Answer: A, B, D

Question: 62

Select three available Marketing Cloud Account Engagement Editions

- A. Marketing Cloud Account Engagement Growth
- B. Marketing Cloud Account Engagement Plus
- C. Marketing Cloud Account Engagement Professional
- D. Marketing Cloud Account Engagement Advanced
- E. Marketing Cloud Account Engagement Ultimate
- F. Marketing Cloud Account Engagement Standard

Answer: A, B, D

Question: 63

Select available Social Media Connectors

- A. Twitter
- B. Facebook
- C. CD LinkedIn
- D. AddThis
- E. FullContact

Answer: D, E

Question: 64

Select available Social Posting Connectors

- A. Facebook
- B. Twitter
- C. LinkedIn
- D. Zone
- E. WhatsApp
- F. Instagram
- G. Tumblr

Answer: A, B, C

Question: 65

Select available Webinar Connectors

- A. Webex
- B. WebinarJam
- C. ReadyTalk
- D. GoToWebinar
- E. Demio
- F. ClickMeeting

Answer: A, C, D

Question: 66

Select available User Roles

- A. Administrator
- B. Sales User
- C. Marketing Manager
- D. CD Marketing
- E. Sales
- F. Sales Manager

Answer: A, D, E, F

Question: 67

Select Assets that allow to Adjust prospects score

- A. Automation Rules
- B. Segmentation Rules
- C. PI Completion Actions
- D. Engagement Programs
- E. Tables

Answer: A, C, D

Question: 68

Can Marketing both Import and Export Prospects?

- A. True
- B. False

Answer: A

Question: 69

Is it possible for many users to edit exact same Email Template simultaneously?

- A. True
- B. False

Answer: B

Question: 70

How many CRM connectors can be active simultaneously in Marketing Cloud Account Engagement?

- A. One each type
- B. Many, but only Salesforce
- C. One
- D. There are no restrictions about that

Answer: C

Question: 71

How many Social Posting Connectors is it possible to create

- A. You can create as many Social Posting connectors as you want
- B. One each type
- C. Many but only one type
- D. You can't use any Social Posting connector

Answer: A

Question: 72

How many scheduled Engagement Programs is it possible to have

- A. 5
- B. 3
- C. 10
- D. 15

Answer: C

Question: 73

How many Engagement Programs can run at one time

- A. Always 100
- B. Marketing Cloud Account Engagement Growth Edition: 20 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 200
- C. Marketing Cloud Account Engagement Growth Edition: 100 Marketing Cloud Account Engagement Plus Edition: 150 Marketing Cloud Account Engagement Advanced Edition: 200
- D. Marketing Cloud Account Engagement Growth Edition: 20 Marketing Cloud Account Engagement Plus Edition: 50 Marketing Cloud Account Engagement Advanced Edition: 100

Answer: B

Question: 74

- A. Repeat Rule
- B. Automation Criteria
- C. Repeat Settings
- D. Loop Settings

Answer: A

Question: 75

What is available to choose within Repeat Rule

- A. Days before eligible to repeat rule
- B. Limit rule matches
- C. Certain Prospects
- D. Repetition Order

Answer: A, B

Question: 76

How many Scoring Categories is it possible to create

- A. 25
- B. 100
- C. 15
- D. 50

Answer: D

Question: 77

It is possible to assign certain Prospect to selected Scoring Category

- A. True
- B. False

Answer: B

Question: 78

How often does Marketing Cloud Account Engagement check for changes in Salesforce

- A. 5 minutes
- B. 1 hour
- C. 2 minutes
- D. 10 minutes

Answer: C

Question: 79

Choose required fields while creating a Prospect

- A. Email
- B. Company
- C. CD Campaign
- D. Profile
- E. Score
- F. Grade
- G. Assign To

Answer: A, C, D, E

Question: 80

Which are true about Custom Objects in Marketing Cloud Account Engagement

- A. You can create and sync a custom object from anything that is linked to a contact, lead, or account in your CRM
- B. You can create and sync a custom object from any object in Salesforce
- C. You can create and sync a custom object from anything that is linked lead and contact, but can't be linked to account due to high risk of errors
- D. You can create and sync a custom object from anything that is linked to a contact, lead and account in your CRM at the same time

Answer: A

Question: 81

What type of fields are not supported by the Marketing Cloud Account Engagement sync

- A. Geolocation

- B. Lookup Relationship
- C. Date/Time
- D. Time
- E. Text Area (Rich)
- F. Date/Time
- G. Formula
- H. External Lookup Relationship

Answer: A, B, E, G, H

Question: 82

What type of Marketing Cloud Account Engagement field should you sync Salesforce Phone field

- A. Phone
- B. Text
- C. Number
- D. You can't do this

Answer: B

Question: 83

There is Custom Field Type in Marketing Cloud Account Engagement called CRM User

- A. True
- B. False

Answer: A

Question: 84

There is Custom Field Type in Marketing Cloud Account Engagement called Date

- A. True
- B. False

Answer: A

Question: 85

There is Custom Field Type in Marketing Cloud Account Engagement called Date/Time

- A. True
- B. False

Answer: B

Question: 86

There is Custom Field Type in Marketing Cloud Account Engagement called Phone

- A. True
- B. False

Answer: B

Question: 87

There is Custom Field Type in Marketing Cloud Account Engagement called Email

- A. True
- B. False

Answer: B

Question: 88

There is Custom Field Type in Marketing Cloud Account Engagement called Email

- A. True
- B. False

Answer: B

Question: 89

Administrators can reset passwords for users

- A. True
- B. False

Answer: A

Question: 90

When you go to View HTML code section at selected Form record you can only see the iframe tag

- A. True
- C. False

Answer: A

Question: 91

What factors are involved in determining email deliverability?

- A. Sender Policy Framework (SPF)
- B. Domain Keys
- C. Sender ID
- D. Whitelist
- E. CAN-SPAM

Answer: A, B, E

Question: 92

Marketing Cloud Account Engagement's Permission Based Marketing Policy helps ensure your emails don't get flagged as spam. CAN-SPAM provisions include

- A. Don't use false or misleading header information
- B. Don't use deceptive subject lines
- C. Identify the message as an ad
- D. Tell recipients where you're located
- E. Tell recipients how to opt out of receiving future email from you
- F. Honor opt-out requests promptly
- G. Monitor what others are doing on your behalf

**Answer: A, B, C, D, E,
F, G**

Question: 93

Can Email Preference Center demand for logging in

- A. True
- B. False

Answer: B

Question: 94

It is recommended that Email Preference Center should use more than one page level depth

- A. True
- B. False

Answer: B

Question: 95

It is possible for prospect to have less than 0 score

- A. True
- B. False

Answer: A

Question: 96

Check the lowest and the highest available Prospect's score in Marketing Cloud Account Engagement

- A. D
- B. A+
- C. A
- D. F-
- F. F

Answer: A, D

Question: 97

How long can it take for Custom Object in Marketing Cloud Account Engagement to sync with Salesforce

- A. 10 minutes
- B. 2 minutes, because that's the frequency of Marketing Cloud Account Engagement looking for changes in Salesforce
- C. 1 hour
- D. 4 hours

Answer: D

Question: 98

Do hard bounces need to be removed from lists

- A. True
- B. False

Answer: B

Question: 99

If someone opt-out's do we need to delete this Prospect record?

- A. Yes, it is restricted by law
- B. False. It is restricted by law not to email them, but we still can track the activity

Answer: B

Question: 100

How many variations of Dynamic Content it is possible to create

- A. A-Z (25)
- B. A-C (3)
- C. 10
- D. A/B (2)

Answer: A

Question: 101

Is it possible to split Dynamic List to other Dynamic Lists?

- A. True
- B. False

Answer: B

Question: 102

Is it possible to split Dynamic Lists into more than two Static Lists?

- A. True
- B. False

Answer: A

Question: 103

Which are true about Marketing Cloud Account Engagement Recycle Bin

- A. Items in the recycle bin don't count toward usage limits

- B. If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign
- C. Admins can permanently delete prospects in the recycle bin. Marketing Cloud Account Engagement no longer tracks prospects when they're permanently deleted
- D. A deleted prospect is restored when the Salesforce record it's syncing with is undeleted
- E. Tags are deleted permanently and don't appear in the recycle bin
- F. Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin
- G. Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin

Answer: A, B, C, E, G

Question: 104

How many automation rules can you have

- A. Always 100
- B. Marketing Cloud Account Engagement Growth Edition: 50 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 150
- C. Marketing Cloud Account Engagement Growth Edition: 50 Marketing Cloud Account Engagement Plus Edition: 100 Marketing Cloud Account Engagement Advanced Edition: 200
- D. Marketing Cloud Account Engagement Growth Edition: 100 Marketing Cloud Account Engagement Plus Edition: 150 Marketing Cloud Account Engagement Advanced Edition: 200

Answer: B

Question: 105

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

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

Answer: D

Question: 106

Which are Actions Available with Salesforce Connector (Choose three)

- A. Add to Salesforce campaign
- B. Assign prospect to queue
- C. Assign prospect via Salesforce active assignment rule
- D. Create a Salesforce event
- E. Delete a Salesforce task

Answer: A, B C

Question: 107

There is limitation of 50 forms and 50 landing pages in Marketing Cloud Account Engagement Growth Edition and also you can't create more than one Scoring Category in this edition

- A. True
- B. False
- S

Answer: A

Question: 108

Select all available User Email Preferences

- A. Send daily prospect activity emails (for my prospects)
- B. Send daily prospect activity emails (for all prospects)
- C. Send daily prospect assignment emails
- D. Send daily visitor activity emails
- E. Send an email when a prospect is assigned
- F. Send starred prospect activity alerts
- G. Send weekly search marketing email (sent on Mondays)
- H. Send weekly search marketing email (sent on Fridays)
- I. Send monthly inactive automations report email
- J. Send weekly inactive automations report email
- K. Send daily visitor assignment emails

**Answer: A, B, C,D, E,
F, G, I**

Question: 109

Which are true about Engagement Program

- A. If a prospect is removed from a list that a program uses, that prospect stops moving through the program
- B. If you remove a prospect from a program's recipient list, and then add the prospect back later, they start where they left off in the program
- C. If a prospect opts out of a list used for a program, they still move through the program, but don't receive program emails
- D. When no new prospects are added to or processed in a program for 30 days, it becomes inactive
- E. When merged prospects are members of the same engagement program, it's possible for one to skip steps or move through the same step twice. The new master prospect restarts a program from the step that any of its merged prospects touched most recently
- F. A single rule step can evaluate up to five conditions
- G. When no new prospects are added to or processed in a program for 365 days, it becomes inactive

**Answer: A, B, C, D, E,
F**

Question: 110

You can enable Progressive Profiling with Marketing Cloud Account Engagement Forms in order to show certain fields only if the prospect already has data in selected field(s)

- A. True
- B. False

Answer: B

Question: 111

What are available Data Formats in Marketing Cloud Account Engagement Form Fields

- A. Text
- B. Number
- C. Email
- D. Phone
- E. Email with valid mail server
- F. Email not from ISPs and free email providers
- G. Date
- H. Password

Answer: A, B, C, E, F

Question: 112

While creating Layout Templates it is possible to Import Layout from certain URL

- A. True
- B. False

Answer: A

Question: 113

Which is true about Marketing Cloud Account Engagement API limits

- A. No limits at all
- B. All editions have 10 000 API limit
- C. Marketing Cloud Account Engagement Growth Edition: Marketing Cloud Account Engagement Plus Edition: 25 000 Marketing Cloud Account Engagement Advanced Edition: 100 000
- D. Marketing Cloud Account Engagement Growth Edition: 25 000 Marketing Cloud Account Engagement Plus Edition: 50 000 Marketing Cloud Account Engagement Advanced Edition: 100 000

Answer: C

Question: 114

Which is true about Marketing Cloud Account Engagement File Hosting limits

- A. No limits at all
- B. Marketing Cloud Account Engagement Growth Edition: 100MB Marketing Cloud Account Engagement Plus Edition: 500MB Marketing Cloud Account Engagement Advanced Edition: 10GB
- C. Marketing Cloud Account Engagement Growth Edition: 1GB Marketing Cloud Account Engagement Plus Edition: 5GB Marketing Cloud Account Engagement Advanced Edition: 10GB
- D. Marketing Cloud Account Engagement Growth Edition: 500MB Marketing Cloud Account Engagement Plus Edition: 2GB Marketing Cloud Account Engagement Advanced Edition: 5GB

Answer: B

Question: 115

Which one is Marketing Cloud Account Engagement Event Connector

- A. Eventbrite
- B. Eventor
- C. EventMe
- D. TheEvents

Answer: A

Question: 116

Which one is Marketing Cloud Account Engagement Video Connector

- A. YouTube
- B. Wistia
- C. Vimeo
- D. Dailymotion

Answer: B

Question: 117

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

- A. True
- B. False

Answer: A

Question: 118

Which is true about Visitor Filters?

- A. Use filters to exclude some types of visits, clicks, or other actions from your campaign results and email notifications
- B. You can the filter by IP
- C. You can filter by a hostname
- D. You can filter by a hostname wildcard
- E. You can't filter your own company IP

Answer: A, B, C, D

Question: 119

What can you do in Advanced Section of Look and Feel step in Marketing Cloud Account Engagement Form

- A. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- B. PI Enable explicit bot protecting using reCAPTCHA
- C. Include "Not you?" link to allow visitors to reset the form
- D. Disable autoresponder emails on this form

Answer: A, B, C

Question: 120

Which are true about Salesforce Engage

- A. Before you can set up Salesforce Engage, you must have a verified Salesforce-Marketing Cloud Account Engagement connector
- B. Salesforce Engage is not supported for Salesforce sandbox accounts
- C. Salesforce Engage is an app mainly for Sales to stay up to date with Prospect actions
- D. You can download Salesforce Engage App on your desktop or phone (Mac,Windows)
- E. You can use Salesforce Engage with Gmail by downloading an extension

Answer: A, B, C, D, E

Question: 121

Monthly cost of Salesforce Engage is

- A. 50\$
- B. 100\$
- C. It's always free
- D. 15\$

Answer: A

Question: 122

You want to assign prospects to a specific sales user when that prospect submits a form and is from region EME

A What tool do you need to use? [Choose one answer]

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

Answer: D

Question: 123

You have several white papers on your website, but you want to start gateing those and gather more and more details about prospects as they download the white papers. What is the best way to achieve this?

- A. Create a form and enable progressive profiling
- B. Create a form handler and enable progressive profiling
- C. Create a form handler for each white paper
- D. Create a form per white paper and enable progressive profiling

Answer: D

Question: 124

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

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

Answer: A, C, D

Question: 125

What is true about completion actions? [Choose two answers]

- A. Completion actions are retroactive and will apply to activities done before and after you apply them
- B. Completion actions only execute for prospects. They will not affect visitors.
- C. Completion actions can be criteria based.
- D. Completion actions will not execute for image files.

Answer: B, D

Question: 126

What is true about custom redirects? [Choose two answers]

- A. When a visitor clicks a custom redirect any completion actions associated with the custom redirect will trigger.
- B. Custom redirects will continue to work if they are deleted in Marketing Cloud Account Engagement.

- C. When a visitor converts to a prospect completion actions on a custom redirect will trigger
- D. Custom redirects are great for linking to files or pages you do not host.

Answer: B, D

Question: 127

What is true about Dynamic Content? [Choose three answers]

- A. You can add up to 25 variations of content
- B. You can base variations on Scoring Categories
- C. You can add dynamic content to web pages
- D. You can use dynamic content in subject lines

Answer: A, C, D

Question: 128

Which one is not an email template you can create in Marketing Cloud Account Engagement? [Choose one answer]

- A. "Engage" template
- B. "One to one emails" template
- C. "List emails" template
- D. "Autoresponder emails" template

Answer: A

Question: 129

What activities can be done in Marketing Cloud Account Engagement's engagement program? [Choose one answer]

- A. Trigger, action and rule
- B. Trigger, activity and rule
- C. Trigger, activity and check
- D. Trigger, listen and check

Answer: A

Question: 130

What is possible with a trigger in engagement program? [Choose two answers]

- A. Email link click
- B. File open
- C. Specific email link click
- D. Form handler error

Answer: B

Question: 131

What is true about page actions? [Choose three answers]

- A. You can define a page to be a priority page to highlight the activity to Sales reps and other users.
- B. It is possible to use URL wildcard by adding * to the end of the URL.
- C. You cannot use auto responder emails with page actions.
- D. You cannot set the prospect's source campaign with page actions.

Answer: A, B, C

Question: 132

What is true about scoring? [Choose one answer]

- A. Marketing Cloud Account Engagement comes with a scoring model that cannot be adjusted or changed.
- B. Marketing Cloud Account Engagement will automatically assign prospects a score from F- to A+.
- C. Salesforce opportunities can influence a prospect's score.
- D. It is not possible to reset a prospect's score to 0.

Answer: C

Question: 133

What is true about grading? [Choose two answers]

- A. A prospect can be associated to multiple profiles.
- B. You cannot change the default profile criteria
- C. Matching or unmatching a criteria will result in an increase or decrease of the grade by ^, % or 3/3 of a grade.
- D. All prospects start with a grade of D.

Answer: C, D

Question: 134

Which is not a standard role in Marketing Cloud Account Engagement? [Choose one answer]

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

Answer: D

Question: 135

When mapping fields between Marketing Cloud Account Engagement and Salesforce how can you control the synchronization? [Choose one answer]

- A. Use Salesforce's value
- B. Use Marketing Cloud Account Engagement's value
- C. Use the most recently updated record
- D. All of the above

Answer: D

Question: 136

What is true about the Salesforce connector [Choose two answers]

- A. When connecting Marketing Cloud Account Engagement and Salesforce you only need to follow a connection wizard in Marketing Cloud Account Engagement.
- B. You can connect Marketing Cloud Account Engagement to a Salesforce sandbox or production environment
- C. Only lead, contacts and accounts are synchronized from Salesforce to Marketing Cloud Account Engagement
- D. Email is the unique identifier unless "allow multiple Prospects with same email address" is enabled.

Answer: B, D

Question: 137

What is essential to setup when you are implementing Marketing Cloud Account Engagement for the first time?

[Choose three answers]

- A. Create and add a tracking code to the website
- B. Setup DNS for each used domain and validate the connection
- C. Setup tracker subdomain and validate it
- D. Choose which sender IP to use

Answer: A, B, C

Question: 138

What is true about Marketing Cloud Account Engagement tracking? [Choose two answers]

- A. The code is generated from a Salesforce campaign
- B. Visitor filters can be added to Marketing Cloud Account Engagement to restrict tracking (clicks, visits, email notifications etc) from certain IP addresses
- C. Cookies will always expire after 10 years
- D. Visitors and prospects that have "do not track" settings enabled on their browser will not have their activities tracked while on your site.

Answer: B, D

Question: 139

What is the purpose of creating a Tracker subdomain? [Choose one answer]

- A. To allow emails to be sent from your domain
- B. To host all Marketing Cloud Account Engagement landing pages and forms on your website
- C. To give a seamless transition between pages and form that you host and your Marketing Cloud Account Engagement hosted assets.
- D. All of the above

Answer: C

Question: 140

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

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

Answer: B, C

Question: 141

Which standard connectors can be activated in Marketing Cloud Account Engagement [Choose two answers]

- A. Survey Monkey

- B. Youtube
- C. GoToWebinar
- D. Olark

Answer: C, D

Question: 142

Which objects are synched between Marketing Cloud Account Engagement and Salesforce? [Choose two answers]

- A. Account
- B. Opportunity
- C. Case
- D. Order

Answer: A, B

Question: 143

What is important to remember when creating custom prospect fields in Marketing Cloud Account Engagement? [Choose one answer]

- A. Marketing Cloud Account Engagement cannot sync with multi picklist in Salesforce
- B. The matching field in Salesforce must have the exactly the same name on the lead and contact object in order for Marketing Cloud Account Engagement to synch to both objects.
- C. Marketing Cloud Account Engagement cannot sync with formula fields in Salesforce
- D. You can only create 50 custom fields in Marketing Cloud Account Engagement.

Answer: B

Question: 144

A Marketing Cloud Account Engagement administrator wants to enable the Engage Sales Tools page in Salesforce. Which two resources are available via this page in Salesforce? Choose 2 answers to set Engage

- A. Campaign send limits
- B. A link to Salesforce Engage training resources
- C. A link to assign licenses and permission sets
- D. A link to download Engage Alerts for Mac

Answer: B, D

Question: 145

What is required when sending a Marketing Cloud Account Engagement email from an assigned user?

- A. There must also be a general or specific user as a sender.
- B. The assigned user must be connected through user sync.
- C. The email must also contain assigned user merge fields.
- D. All prospects on the recipient list must be assigned to a user.

Answer: A

Question: 146

LenoxSoft wants to see all the Accounts that were closed last month on the Account Based Marketing dashboard in B2B Marketing Analytics.

What dashboard feature should be used?

- A. Select the dropdown filter "Closed Date" and "Last Month" to view all Accounts closed in the last month.
- B. Filter the dashboard by the highest sales activity in the Sales Activities by Accounts chart.
- C. Select the "Accounts" filter that allows filtering by accounts created within the last month.
- D. Select the win percentage in the Revenue Win Percentage donut chart so the Accounts will be faceted by won deals.

Answer: A

Question: 147

LenoxSoft wants to give users from their sales and marketing teams the power to explore and visualize important data by using the Engagement History Embedded Dashboard.

Which two steps should be completed so their users can begin exploring Marketing Cloud Account Engagement engagement data on the Salesforce campaign and Account records?

Choose 2 answers

- A. Create a custom Salesforce dashboard using both standard and custom Salesforce reports for each team.
- B. Have each team member log in and reference the dashboard in the Analytics Studio app.
- C. Assign the Analytics View Only Embedded App permission set to each user who wants to see the dashboard.
- D. Place the Embedded Engagement History Dashboards on the desired object page layout using the Lightning App Builder.

Answer: C, D

Question: 148

Which three Marketing Cloud Account Engagement asset types allow for embedded advanced dynamic content?

Choose 3 answers

- A. Landing Pages
- B. Social Posts
- C. Layout Templates
- D. List Emails
- E. Content Files

Answer: B

Question: 149

LenoxSoft is launching a new customer newsletter and wants to ensure prospects who receive their product launch announcements are able to express interest in opting in to receive the newsletter as well. Which feature should meet their needs?

- A. Salesforce Engage and CRM Visible List
- B. Static Public List and Automation Rule
- C. Email Preference Center and Static Public List
- D. Email Preference Center and Dynamic Public List

Answer: C

Question: 150

While reviewing the Velocity section of the Pipeline Report in the B2B Marketing Analytics App, a Marketing Cloud Account Engagement administrator notices that it is taking prospects an average of 30 days to get from the Visitor stage to the Prospect stage. The admin wants to decrease this to 15 days. What next steps should decrease the transition time?

- A. Offer more conversion points for visitors such as Marketing Cloud Account Engagement forms and landing pages.
- B. Refine scoring and grading models to only give the Sales team the most qualified leads.
- C. Improve lead qualification efficiency by using automation rules to pass leads over to Sales.
- D. Create lead nurturing programs to help the Sales team nurture leads until their deals close.

Answer: B

Question: 151

LenoxSoft's corporate marketing team has Marketing Cloud Account Engagement users who are users in all of their five Marketing Cloud Account Engagement Business Units. User A primarily focuses on the North American business unit (BU), but is asked to review a new Engagement Studio program in the European BU before the European marketing team resumes the program. How would user A accomplish this?

- A. Instruct the user in the European BU to take a screenshot and email it to them to review.
- B. Use the BU switcher in the North America BU to switch to Europe.
- C. Create a custom user role in the European BU with access to the folder the program is in.
- D. Log out of the North American BU and log into the European BU to review the program.

Answer: B

Question: 152

A company's sales reps use the "Status" field in Salesforce to indicate where the lead is in the sales funnel. A

Marketing Cloud Account Engagement administrator wants to send each prospect a series of nurture emails when their sales rep updates their "Status" field to "Nurture." The administrator wants to automate this entirely inside of Marketing Cloud Account Engagement.

How should this workflow be automated?

- A. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create an automation rule to detect the "Nurture" value > Automation rule sends an autoresponder email
- B. Create a custom field for "Lead Status" > Map it to the "Status" field in Salesforce > Create a dynamic list to detect the "Nurture" value > Add as recipient list on engagement program to send emails
- C. Create a report in Salesforce based on lead status of "Nurture" > Export and import into Marketing Cloud Account Engagement > Create a list from import > Add as recipient list on engagement program
- D. Create a CRM Visible list in Marketing Cloud Account Engagement > Have sales also add these "Nurture" leads to that list in Salesforce > Create an automation rule to send email based on list membership

Answer: B

Question: 153

Upon provisioning Marketing Cloud Account Engagement, LenoxSoft's Salesforce administrator identifies that a new user, B2BMA Integration, is created. What would be the explanation for this new user?

- A. B2BMA Integration is an automatically provisioned user that sends data to Einstein Analytics for B2B Marketing.
- B. B2BMA Integration is an automatically provisioned user that enables user sync from Salesforce to Marketing Cloud Account Engagement.
- C. B2BMA Integration is an automatically provisioned user that connects to Salesforce to sync data.
- D. B2BMA Integration is an automatically provisioned user that creates Engagement History objects in Salesforce.

Answer: C

Question: 154

LenoxSoft is using three Marketing Cloud Account Engagement Business Units: United States, South America and Canada

a. The marketing team for each business unit wants to ensure only certain relevant opportunities sync to their business unit.

What should be configured in order to meet this requirement?

- A. Marketing data sharing rules on contact roles
- B. Marketing data sharing rules on accounts
- C. Marketing data sharing rules on opportunities
- D. Marketing data sharing rules on prospects

Answer: C

Question: 155

A Marketing Cloud Account Engagement customer uses a lot of landing pages for their lead generation strategy.

They are creating a layout template and importing in HTML from their website to customize the look and feel of their landing pages. When placing a Marketing Cloud Account Engagement form on their Marketing Cloud Account Engagement landing page using this layout template, the form doesn't appear. What could be the issue?

- A. The landing page on a browser with the cookies cleared was not tested.
- B. The same layout template on both the form and the landing page was not used.
- C. The %%content%% variable tag in the layout template code was missing.
- D. The form HTML embed code in the layout template code was not used.

Answer: C

Question: 156

What access should sales and marketing users have to access embedded analytics dashboards?

- A. The "Analytics View Only Embedded App" permission set license
- B. Marketing Cloud Account Engagement Administrator user role and the Marketing Cloud Account Engagement Permission set assigned
- C. Marketing Cloud Account Engagement Permission Set and "View Reports" Marketing Cloud Account Engagement user permission
- D. Marketing Cloud Account Engagement user connected to a Salesforce user through User Sync

Answer: A

Question: 157

LenoxSoft sends an operational email to all prospects, but finds there are some prospects that did not receive the email.

Why would this happen?

- A. The prospects were set to "true" for opted out and set to "false" for do not email.
- B. The prospects were on a suppression list used on the operational list email send.
- C. The prospects are opted out of the list used on the operational list email send.
- D. The prospects were set to "false" for opted out and set to "true" for do not email.

Answer: D

Question: 158

LenoxSoft has published a new white paper. When prospects submit a "Request a Download" form, they should receive this white paper in an email. All prospects who receive the email and view the white paper should receive an additional +10 points added to their score.

Which sequence of events would meet their goal?

- A. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion actions "Send

autoresponder email" AND "Adjust score :: +10"

B. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template with the Completion

Action "On click :: Adjust score :: +10" that contains the Custom Redirect link > Create a new Form with the Completion Actions "Send autoresponder email"

C. Upload the white paper as a new File > Create a Custom Redirect to the white paper file with the Completion Action "Adjust score :: +10" >

Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion Actions "Send autoresponder email"

D. Upload the white paper as a new File > Create a new Form > On Step 4 of the Form Wizard, check the box to "Redirect the prospect instead

of showing the form's Thank You Content" and specify the white paper file link > Add Completion

Actions "Send autoresponder email" AND

"Adjust score :: +10" to the Form

Answer: C

Question: 159

LenoxSoft wants to use Salesforce to report on warm leads that are not yet marketing qualified. Once the leads become marketing qualified, the team wants to ensure the leads are routed correctly with the assigned user being correctly reflected in Marketing Cloud Account Engagement.

How could these requirements be met?

A. Develop a Salesforce report that is only shared with Marketing users then use completion actions to assign leads.

B. Assign to queue that Marketing users own then use active assignment rules to reassign the leads.

C. Define market data sharing rules so Marketing can see prospects then use automation rules to assign the leads.

D. Create a list of prospects that only Marketing users can see then use user queues to reassign the leads.

Answer: B

Question: 160

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 a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.

B. Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page.

C. Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.

D. Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.

Answer: C

Question: 161

LenoxSoft sends a list email to the "2019 Tradeshow" list, and does not use a suppression list. The next day, an account manager wants to know why his prospect did not receive the email even though they were a member of the list.

What could have prevented this prospect from receiving the list email?

- A. The prospect already received the email already received another Marketing Cloud Account Engagement email within the past business day, based on the account's business hours.
- B. The Dedicated IP address was not warmed up appropriately before the email was scheduled.
- C. The prospect was no longer a member of the "2019 Tradeshow" list used for the email send.
- D. A second prospect with the same email address received the email under "allow multiple prospects with the same email address.'

Answer: D

Question: 162

LenoxSoft wants to quickly identify sales-ready leads from a list of prospects that came by their booth at a recent event. How should their engagement program be structured?

- A. Send the least targeted content first, followed by more targeted content
- B. Send five emails exactly seven days apart, without any following steps
- C. Send emails using dynamic content based on prospect account fields
- D. Send highly targeted content first, followed by less targeted content

Answer: C

Question: 163

The sales team wants marketing to automatically nurture current customers who are up for renewal in 60 days in an ongoing basis. Which two actions would be needed to nurture the prospects?

Choose 2 answers

- A. Make a suppression list for the program.
- B. Make a repeating engagement program.
- C. Make a recipient list for the program.
- D. Make a segmentation rule for the program.

Answer: B, C

Question: 164

LenoxSoft has found that the conversion rates on their paid search ads that direct to the home page on the LenoxSoft website are surprisingly low.

What should be recommended to increase the conversion rates on the paid search ads?

- A. Develop custom redirects in Marketing Cloud Account Engagement to use on the paid search ads.
- B. Create new content for the paid search ads that direct to the home page.
- C. Place additional navigation on the LenoxSoft home page.
- D. Direct traffic from the ad to a Marketing Cloud Account Engagement landing page instead of the home page.

Answer: B

Question: 165

LenoxSoft asks their Marketing Cloud Account Engagement administrator to assist in routing all qualified leads so leads can be reviewed first, then assigned to individual sales reps. Their marketing team uses a combination of criteria to qualify leads before they become qualified.

What should be configured to assign qualified leads as requested?

- A. Create an automation rule to assign to a lead queue when the qualification criteria is met.
- B. Create a completion action to assign to a group when the prospect reaches a score of 100.
- C. Create an automation rule to assign to a group when the qualification criteria is met.
- D. Create a completion action to assign to a lead queue when a high-value form is submitted.

Answer: C

Question: 166

LenoxSoft does not use the Leads object in their Salesforce instance. This requires Marketing Cloud Account Engagement to create Contacts only if a new prospect record is created in Marketing Cloud Account Engagement and then assigned to a sales user. The sales manager also requires assignments to be distributed evenly across the sales teams.

How should LenoxSoft get started?

- A. Build a Dynamic List looking for new prospects and create an Automation rule to assign members of that list via Salesforce Assignment rules as contacts.
- B. Build an Automation rule looking for new prospects and add new records to Salesforce as contacts and assign via Salesforce Assignment rules.
- C. Enable the reverse sync feature through Marketing Cloud Account Engagement Support and create an Automation rule to assign prospects to a user in a group.
- D. Enable the appropriate "optional Salesforce connector setting" and create an Automation rule to assign to a sales user.

Answer: C

Question: 167

How could LenoxSoft benefit from Engage Reports?

- A. Sales Managers can analyze lead information like prospect activity, scores, and grades.
- B. Users can analyze form submission performance for the prospects they have emailed.
- C. Users can analyze the performance of their templated and non-templated emails.
- D. Sales Managers can receive desktop notifications for their teams' email activities.

Answer: C

Question: 168

LenoxSoft finds that prospects are unsubscribing from emails, but they want to make sure the prospects are intending to unsubscribe from all emails and it isn't a mistake.

What should be implemented?

- A. Opting out a prospect is irreversible. A solution to confirm the opt out or opt prospects back in cannot be implemented.
- B. Opt prospects back in only if they have interacted with other marketing content and have a Marketing Cloud Account Engagement score greater than 10 using an automation rule.
- C. Create a completion action to assign a task to the Assigned User to make a phone call to ensure the prospect intended to unsubscribe.
- D. Set up a Marketing Cloud Account Engagement template for the automated resubscribe feature to have an email sent to allow opted out prospects to opt back in.

Answer: D

Question: 169

What behavior is expected when the "Overwrite Prospect Opted Out field" Salesforce connector setting is enabled?

- A. Only users with an Administrator user role will be able to change the prospect field value.
- B. The record that was last updated sets the field value for a synced prospect.
- C. Only 200 records per day can be updated to overwrite the "Opted Out" field value.
- D. Opting out a prospect in Salesforce or Marketing Cloud Account Engagement deselects the "Do Not Email" field upon sync.

Answer: B

<https://invadosolutions.com/marketing-automation-news/prospect-opted-out-field-and-sync-behavior-for-Marketing-Cloud-Account-Engagement-and-salesforce/>

Question: 170

A consultant wants to design an automated grading system to increase efficiency and lead relevancy for LenoxSoft. Relevant leads have a 'Director' job title and are in the 'Technology' industry.

How should they design this automation strategy?

- A. Create a 'Director' scoring category, an automation rule to set the profile, and a second automation rule to increase their grade if industry is Technology'.
- B. Create a Director' profile, an automation rule to set the profile, and click the thumbs up or thumbs down icons on a prospect's Profile tab to set criteria matches.
- C. Create a Director' profile, an automation rule to set the profile, and a second automation rule to increase their grade if industry is 'Technology'.
- D. Create a 'Director' profile, an automation rule to set the profile, and a second automation rule to increase their score if industry is Technology'.

Answer: C

Question: 171

LenoxSoft wants to notify the US East region and the US West region of the companies visiting the LenoxSoft website each day, whether or not a person has ever been identified by an email address. How should this be set up?

- A. Configure Users > Send daily visitor activity emails by state
- B. Configure Users > Send daily prospect activity emails by owner
- C. Configure Users > Send Salesforce Engage report emails by team
- D. Configure Users > Send starred prospect activity alerts by owner

Answer: A

Question: 172

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 Marketing Cloud Account Engagement user records in one business unit, then use the business unit switcher to access each account.
- B. Create multiple Salesforce users with the same email address connected to one Marketing Cloud Account Engagement user, then use the business unit switcher.
- C. 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.
- D. Create Marketing Cloud Account Engagement user records in each business unit connected to the same Salesforce users, then use the business unit switcher.

Answer: D

Question: 173

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?

- 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

Question: 174

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?

- 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: 175

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?

- 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.

Answer: C

https://help.salesforce.com/articleView?id=Marketing_Cloud_Account_Engagement_forms_kiosk_mode.htm&type=0

Question: 176

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?

- A. IP allowlist
- B. Tracker domain
- C. Custom redirects
- D. Page actions

Answer: B

https://help.salesforce.com/articleView?id=sf.Marketing_Cloud_Account_Engagement_admin_tracker_domain_parent.htm&type=5

Question: 177

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?

- 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.

Answer: B

https://help.salesforce.com/articleView?id=sf.Marketing_Cloud_Account_Engagement_fields_create_custom_field.htm&type=5

Question: 178

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?

- 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

Answer: D

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

Question: 179

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

- A. The sum of total conversions from the form and landing page reports.
- B. The Engagement Dashboard in B2B Marketing Analytics.
- C. The total submissions reflected on the landing page report in Marketing Cloud Account Engagement.
- D. The total submissions reflected on the form report in Marketing Cloud Account Engagement.

Answer: B, C

Question: 180

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 manager?

Choose 2 answers

- 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: 181

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?

- 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: 182

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

- 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: 183

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?

- 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.

Answer: D

<https://help.salesforce.com/articleView?id=000318300&type=1&mode=1>

Question: 184

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?

- 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.

Answer: A

https://resources.docs.salesforce.com/latest/latest/en-us/sfdc/pdf/engagement_history_implementation_guide.pdf

Question: 185

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?

- 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: 186

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?

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

Answer: B

Reference:

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

Question: 187

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

- 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.

Answer: C, D

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

Question: 188

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?

- 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

Answer: D

Reference:

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

Question: 189

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

Choose 2 answers

- 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

Answer: A, D

Reference:

<https://help.salesforce.com/articleView?id=Marketing> Cloud Account

Question: 190

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

- 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: 191

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

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?

- A. Completion action
- B. Dynamic list
- C. Segmentation rule
- D. Automation rule

Answer: D

Question: 192

When warming a dedicated IP, what would support good delivery rates with initial email sends and build the IP's sending reputation?

- A. Segment internal employees with high scores for initial email sends.
- B. Segment prospects with free email service providers for initial email sends.
- C. Segment the best and most active contacts for initial email sends.
- D. Segment cold prospects with a low score to reengage for initial email sends.

Answer: A

Question: 193

The LenoxSoft sales and marketing teams are looking for more insights into which leads are most likely to buy based off of their engagements.

What feature should be recommended?

- A. Marketing Cloud Account Engagement Grade field
- B. Einstein Behavior Score
- C. Einstein Lead Score
- D. Marketing Cloud Account Engagement Score field

Answer: B

Reference:

https://help.salesforce.com/articleView?id=sf.Marketing_Cloud_Account_Engagement_einstein_behavior_scoring.htm&type=5

Question: 194

LenoxSoft uses a Salesforce web-to-lead form on their website for their Contact Us form. They want to integrate this form with Marketing Cloud Account Engagement and the following requirements:

- Avoid duplicates in both Marketing Cloud Account Engagement and Salesforce.
- Segment prospects based on form views and submissions.

Which lead generation strategy would answer both pre-requisites?

- A. Maintain the current form
- B. Use another third-party form
- C. Set up a form handler
- D. Replace with a Marketing Cloud Account Engagement form

Answer: D

Reference:

Question: 195

A Marketing Cloud Account Engagement administrator wants to develop a better lead qualification

strategy. The sales team only wants to reach out to C-level executives in the software industry and needs a way to determine how to prioritize those leads.

How should this goal be achieved in Marketing Cloud Account Engagement?

- A. Create a dynamic list based on job title and industry and send to the sales team to filter and prioritize.
- B. Run an automation rule to grade based on job title and industry and have users filter Salesforce lead views by grade.
- C. Use an automation rule to notify the assigned user when leads with certain job titles and industries submit forms.
- D. It Adjust the default scoring rules based on job title and industry and have users filter Salesforce lead views by score.

Answer: B

Question: 196

LenoxSoft wants to optimize asset usage while discovering new audiences. What tool should they use?

- A. Einstein Lead Score
- B. Einstein Campaign Insights
- C. Marketing Cloud Account Engagement Business Units
- D. Einstein Behavior Scoring

Answer: B

Reference:

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

Question: 197

LenoxSoft currently operates with two Marketing Cloud Account Engagement Business Units (PBUs), one for their United States division and another for their European division. In the new year, each business unit (BU) is planning on building the same set of marketing assets and will use them to run the similar campaigns. Once connected campaigns have been enabled, what approach should be recommended?

- A. Create a campaign that is related to both BUs > Create a new dataset in B2B Marketing Analytics that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs
- B. Add the Engagement History component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two child campaigns, each related to a single BU > Enable "Include child campaigns" on the parent campaign
- C. Add the Einstein Campaign Insights component to campaign page layouts > Create a parent campaign that is not related to any BUs and create two child campaigns, each related to a single BU > Enable "Include child campaigns" on the parent campaign
- D. Create a separate campaign for each BU > Create a new dataset in Salesforce reports that only includes the created campaign > Open a dashboard using this dataset to display an aggregated view of the campaign performance metrics from across both BUs

Answer: B

Question: 198

LenoxSoft has two business units (BUs): one that operates in France and another that operates in the United States. Salesforce users speak the language that aligns to their BU, and have Salesforce user profiles specific to their respective BU (ex. "France Marketer").

What steps should the Marketing Cloud Account Engagement administrator take to align the Marketing Cloud Account Engagement user interface with the Salesforce user interface?

- A. Create Marketing Cloud Account Engagement users by importing them into Marketing Cloud Account Engagement with their language preferences included in the CSV import file.
- B. Create Marketing Cloud Account Engagement users manually and allow each user's language to be inherited from the BU's language preference in Account Settings.
- C. Create Marketing Cloud Account Engagement users manually and set each user's language preference based on the BU and language they speak.
- D. Create Marketing Cloud Account Engagement users through Salesforce User Sync in each BU and allow the user's language to be inherited from Salesforce.

Answer: D

Question: 199

Why should a company assign prospects in Marketing Cloud Account Engagement via Salesforce active assignment rules instead of using other Marketing Cloud Account Engagement assignment actions?

- A. The ability to allow Salesforce to overwrite an assigned user in Marketing Cloud Account Engagement
- B. The ability to use existing complex Salesforce lead routing processes
- C. The ability to assign prospects via automation instead of manually
- D. The ability to assign prospects based on specific criteria being met

Answer: D

Question: 200

LenoxSoft recently enabled Marketing Cloud Account Engagement Campaign Influence Attribution

Models in Salesforce. They want to understand which campaigns their prospects are interacting with right before an opportunity closes.

Which Campaign Influence Attribution model should they reference to understand this?

- A. First Touch Model
- B. Even Attribution Model
- C. Last Touch Model
- D. Salesforce Model

Answer: C

Question: 201

When connecting Marketing Cloud Account Engagement for the first time to Salesforce, what is required before records will begin syncing?

- A. Salesforce B2B Integration user must be created.
- B. User sync must be enabled in Marketing Cloud Account Engagement.
- C. The Salesforce connector must be unpaused.
- D. Salesforce fields must be synced to Marketing Cloud Account Engagement fields.

Answer: C

Question: 202

Several of the sales team members at LenoxSoft have shared that their customers are getting autoresponder emails, but they are not receiving other marketing sent emails. After investigating, they found that the leads and contacts in question are opted out.

How should LenoxSoft enable these prospects to get marketing content again?

- A. Run a permission pass effort to all of the leads and contacts who have opted out.
- B. Enable the prospect resubscribe feature in Marketing Cloud Account Engagement to allow prospects to opt back in.
- C. Create an automation rule to clear the opt out field on the leads and contacts.

Answer: B

Question: 203

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. Assets that adhere to GDPR best practices in the European BUs and CAN-SPAM best practices in the North American BUs.
- B. Multiple tracker domains within each BU that are country specific. Apply country relative tracker domains to assets delivered in each country.
- 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. A tracker domain specific to the European region and an additional tracker domain specific to the North American region.

Answer: B

Question: 204

LenoxSoft is considering moving from a shared IP address to a dedicated IP address. What requirement would support advising them to move to a dedicated IP?

- A. LenoxSoft sending a quarterly emails to 100,000 prospects
- B. LenoxSoft's database growing by 500,000 prospects
- C. LenoxSoft creating 20 new Engagement Programs
- D. LenoxSoft sending more than 100,000 emails a month

Answer: D

Question: 205

What is critical in achieving good email deliverability?

- A. Having a text only version of email content
- B. Sending email through dedicated IP
- C. Setting up email authentication
- D. Using personalization in email content

Answer: C

Question: 206

LenoxSoft hosts content in Marketing Cloud Account Engagement and makes it available to prospects via a form submission on their website. They have noticed a high number of form submissions, but some email addresses provided appear to be invalid or fake.

Which two strategies for gating content should ensure real prospects are the ones accessing the content?

Choose 2 answers

- A. Prospects with invalid emails are sent an autoresponder requesting email verification.
- B. Prospects with invalid emails are marked as 'Do Not Email' to avoid future communication.
- C. Using the data format drop-down, set the email validation option at the form level.
- D. Send the content via an autoresponder email with a link to download the content.

Answer: A, C

Question: 207

LenoxSoft wants to ensure that prospects who meet the following criteria are assigned to one of the five users. In a round robin fashion:

- Completed the "Product Interest" form
- A score higher than 100
- A grade higher than a C
- Is a member of the "Target Account" list

What should LenoxSoft use to accomplish this business requirement?

- A. Automation rule and user queue
- B. Automation rule and user group
- C. Form completion action and user queue
- D. Form completion action and user group

Answer: B

Question: 208

A customer has a CSV file of existing leads and contacts they want to import into Marketing Cloud Account

Engagement as new prospects. Their Salesforce org contains duplicate leads and contacts with the same email address. They want to make sure the newly created prospects in Marketing Cloud Account Engagement are linked to specific lead and contact records in Salesforce. Their Marketing Cloud Account Engagement account allows multiple prospects with the same email address.

What import method should be recommended?

- A. Match records by CRM ID
- B. Match records by Account ID
- C. Match records by fuzzy match rules
- D. Match records by email address

Answer: A

Question: 209

The LenoxSoft marketing team compiled a spreadsheet of all attendees who visited their tradeshow booth at a recent event in Chicago. They realize not everyone at the event may be interested in their product so they create new leads in Salesforce for individuals who have submitted an interest form on their website in addition to attending the event.

All new leads from the event should be evenly distributed to their Chicago Sales User Group.

What would be the optimal sequence to meet these requirements?

- A. Run an automation rule for each user in the Chicago Sales User Group to "Assign prospect to user" based on the criteria "Prospect form :: -Any- :: Was completed successfully" AND "Prospect List :: is member of :: Chicago Event" > Import prospects and add them to the "Chicago Event" list
- B. Import prospects and add to "Chicago Event" list > Run an automation rule to "Assign prospect to user in group" based on the criteria "Marketing Cloud Account Engagement form :: -Any- :: Was completed successfully" AND "Prospect List :: is member of :: Chicago Event"
- C. Run an automation rule to "Assign prospect to user in group" based on the criteria "Marketing Cloud Account Engagement form :: -Any- :: Was completed successfully" AND "Prospect List :: is member of :: Chicago Event" > Import prospects and add them to the "Chicago Event" list

Answer: B

Question: 210

What should be used to match users between Salesforce and Marketing Cloud Account Engagement when enabling User sync?

- A. User email address
- B. Marketing Cloud Account Engagement user ID
- C. Salesforce username
- D. CRM ID

Answer: C

Question: 211

How should the system administrator configure the account to provide specific users the ability to easily navigate across business units (BUs) to access assets in both regions?

- A. Create each user in both BUs > Map the same CRM username > Guide those users to find assets by navigating across BUs using the business unit switcher in the Marketing Cloud Account Engagement Classic App
- B. Create each user in a single BU > Create an asset with the exact same name in each BU > Ensure the users have access to one of the assets that share names across BUs
- C. Create each user in both BUs > Map the same CRM username > Guide those users to find assets by navigating across BUs using the business unit switcher in the Marketing Cloud Account Engagement Lightning App
- D. Create each user in a single BU > Create a folder with the exact same name > Associate assets that are needed across regions to the folders that share names across BUs

Answer: C

Question: 212

One of LenoxSoft's goals is to effectively use engagement studio programs to continuously reengage cold leads until they become active. To do so, the marketing team needs to build a list of cold prospects.

What is the optimal use case to segment these prospects?

- A. Run an Automation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 day."
- B. Run a Segmentation rule where the criteria is "Prospect Time Last activity Days ago is greater than 90 days".
- C. Run a Dynamic List where the criteria is "Prospect Time Created Days ago is greater than 90".
- D. Run a Dynamic List where the criteria is "Prospect Time Last activity Days ago is greater than 90".

Answer: C

Question: 213

LenoxSoft dispatches service technicians to customer locations when their hardware is malfunctioning. After a service call, a customer service satisfaction rating is recorded and stored on the Case object in Salesforce. The LenoxSoft marketing team would like to use a high (>8) rating to classify a prospect as "Satisfied." Satisfied customers need to be automatically added to a specific engagement program for future up-selling.

What process would accomplish this in Marketing Cloud Account Engagement?

- A. Lookup field to copy the satisfaction rating from cases to contacts and map that field to Marketing Cloud Account Engagement prospects > Dynamic list where prospects match when the prospect has a satisfaction rating over 8 > Use the dynamic list as the recipient list on an engagement program
- B. Marketing Cloud Account Engagement custom object mapped to the Case object > Dynamic list where prospects match when the Case prospect custom object has a satisfaction rating over 8 > Use the dynamic list as the recipient list on an engagement program
- C. Marketing Cloud Account Engagement custom object mapped to the Case object > Static list and add all prospects whose Case

prospect custom object has a satisfaction rating over 8 > Use the static list as the recipient list on an engagement program

D. Workflow to copy the satisfaction rating from cases to contacts and map that field to Marketing Cloud Account Engagement

prospects > Static list and add prospects who have a satisfaction rating over 8 > Use the static list as the recipient list on an engagement program

Answer: B

Question: 214

LenoxSoft is introducing a new product this summer, and the VP of Sales wants Marketing to automatically nurture the prospect if they show interest in the new product. There is no new gated content developed yet, only some blog posts and web pages about it.

What approach should the Marketing team use to resolve this?

A. Set up scoring categories > copy the web pages to Marketing Cloud Account Engagement landing pages > put landing pages into Marketing Cloud Account Engagement folders > create automation rule with criteria

"prospect score in scoring category greater than 1" to send an autoresponder email B. Set up scoring categories > put the web pages into folders in Marketing Cloud Account Engagement > set up custom redirects for the web pages > add completion actions to the custom redirects to add to list > set the list as the recipient list of an engagement program

C. Set up scoring categories > create page actions associated with the scoring category > create a dynamic list with criteria "prospect score in scoring category greater than 0" > set the list as the recipient list of an engagement program

C. Set up scoring categories > create custom redirects associated with the scoring category > set completion actions to tag prospect > create an automation rule with criteria "prospect has tag new- product" to send an autoresponder email

Answer: C

Question: 215

LenoxSoft's Marketing Cloud Account Engagement administrator cannot see an email template that was created and marked for use for Engagement Programs while building a "send email" action in a nurture program.

What would explain this experience?

A. The administrator has not published the Email Template from a draft.

B. The administrator does not have folder permissions to the email template folder.

C. The administrator does not have folder permissions to the Engagement Program.

D. The administrator has not selected a sender for the Email Template.

Answer: A

Question: 216

LenoxSoft is migrating prospects from an external email vendor into Marketing Cloud Account Engagement. They have record of which prospects have hard bounced within the last 6 months.

What should they do after importing the bounced prospects into Marketing Cloud Account Engagement in order to maintain their data integrity, but still be able to track the prospects?

- A. Ensure the Do Not Email field on the prospects is selected.
- B. Add the prospects to a "Bounced Prospects" list for suppression.
- C. Send the prospects an email to see if their email addresses are valid.
- D. Delete the prospects so they can't be emailed through Marketing Cloud Account Engagement.

Answer: A

Question: 217

LenoxSoft has a "Demo Request" landing page that is getting a lot of views, but not very many submissions. The marketing manager has the following requirements:

- Receive a notification when prospects view the page, but do not submit to see if they can retarget.
- Receive one notification per prospect.

How should a consultant accomplish this in Marketing Cloud Account Engagement?

- A. Dynamic list of all prospects who have viewed the landing page > Completion action on the form to remove prospects from the list upon form submission > User monitors list.
- B. Page action on the landing page to notify user upon view and add to list > Automation rule to remove from same list when form is submitted and notify user again.
- C. Dynamic list of all prospects who have submitted the form > Dynamic list of all prospects who have viewed landing page > User exports both lists and compares.
- D. Completion action on the form to tag "Submitted" > Automation rule to notify user with criteria of "Demo Request" landing page was viewed and tag isn't "Submitted".

Answer: D

Question: 218

A marketing user needs to recreate the same form in each of LenoxSoft's two business units (BUs). How should the marketing user handle this task?

- A. Create the form in one BU, then logout. Next, login to the second BU, recreate the form and logout.
- B. Create the form in the first BU, then ask marketing users to copy the form into their separate BUs.
- C. Create the form in the first BU, then export the form and import it into each of the other two BUs.
- D. Create the form in one BU, then use the BU switcher and manually recreate the form in the second BU.

Answer: C

Question: 219

LenoxSoft's corporate marketing team wants to ensure their website visitors who originate from Europe are able to opt into having their website activity tracked.

How could this be accomplished?

- A. Remove tracking code from the website and create new sites for each country.

- B. Create visitor filters for prospects that are known to be located in Europe.
- C. Enable tracking opt-in preferences for visitors from specific countries.
- D. Enable tracking opt-in preferences for all website visitors.

Answer: B

Question: 220

A Marketing Cloud Account Engagement administrator just created scoring categories for each product line. Assets from Folder A are aligned to Scoring Category A, and assets from Folder B are aligned to Scoring Category B.

What action should the admin take to ensure the sales team can view this new category score for each lead or contact?

- A. Replace the Score field with Category Score fields on lead and contact page layouts in Salesforce.
- B. Share both Folder A and Folder B with the sales users' records in Marketing Cloud Account Engagement.
- C. Add the Marketing Cloud Account Engagement Category Score related list to the lead and contact page layouts in Salesforce.
- D. Assign the Marketing Cloud Account Engagement Category Scoring permission set to the sales user's profile in Salesforce.

Answer: C

Question: 221

LenoxSoft wants to automatically nurture prospects who complete any of their white paper forms. There is a particular form for a high-value white paper. They want to ensure prospects who complete this form are sent down a particular path in the nurture program.

How should this be set up?

- A. Add completion actions to the form: add to list and assign to user > add the list as the recipient list in an engagement program > add a step checking for the Salesforce campaign membership related to the white paper
- B. Add completion actions to the form: add to list and add tag > add the list as the recipient list in an engagement program > add a step checking for if the prospect has the tag related to the white paper download
- D. Add completion actions to the form: add to list and add to Salesforce campaign > add the list as the recipient list in an engagement program > add a step checking if the prospect downloaded the white paper file successfully

Answer: B

Question: 222

The LenoxSoft sales team has received an influx of leads from the Product Interest form. Many of the leads are not located in the United States. LenoxSoft only sells to customers in the United States so the sales team has requested that these inbound leads get qualified based on country before being assigned.

How should they ensure only qualified prospects who submit the form are sent to the sales team as new leads?

- A. Add a completion action to the Product Interest form to assign prospects, then have sales users delete those not in the United States.
- B. Create an automation rule set to match all with the criteria of Product Interest form completed and Country field equal to United States with an action to assign prospects.
- C. Add a completion action to the Product Interest form to assign prospects only if their Country field is United States.
- D. Create an automation rule set to match any with the criteria of Product Interest form completed and Country field equal to United States with an action to assign prospects.

Answer: B

Question: 223

Marketing is under pressure to provide their sales team with more leads. A Marketing Cloud Account Engagement administrator is looking at the Pipeline Dashboard Report in the B2B Marketing Analytics App and notices an extremely high number of prospects compared to Marketing Qualified Leads (MQLs).

Which two steps should increase the number of qualified leads being passed to sales?

Choose 2 answers

- A. Improve prospect data by adding fields to existing forms and making them required.
- B. Increase their scoring threshold to give the Sales team the most qualified leads.
- C. Improve lead qualification efficiency by using automation rules for prospect assignment.
- D. Increase gated content on the website to provide more scoring opportunities.

Answer: C, D

Question: 224

LenoxSoft has very specific lead qualification criteria that must be met before assigning prospects to a sales rep:

- The prospects must be located in Georgia or Florida.
- The prospects must submit their "Request a Demo" form.

When this criteria is met, they want to automatically assign the prospects to a sales rep. "State" is a required field on the "Request a Demo" form.

How should LenoxSoft automate assigning these leads?

- A. Create a completion action on the "Request a Demo" form with the action to assign to user.
- B. Add a completion action on the form to notify Admin, who manually assigns the prospect.
- C. Export the form submission report and import, assigning to the correct user upon import.
- D. Run an automation rule to assign based on the "Request a Demo" submission and State field.

Answer: D

Question: 225

LenoxSoft wants to view only opportunities within a certain fiscal year on the Pipeline Dashboard using B2B Marketing Analytics.

How could this be accomplished?

- A. Develop a new lens that includes only data from the fiscal year.
- B. Use the 'fiscal year' filter on the Pipeline Dashboard.
- C. Create a custom dataset using only data from the fiscal year.
- D. Apply the "tag" filter on the Pipeline Dashboard using the fiscal year.

Answer: D

Question: 226

A customer does not feel that campaign influence reporting fully captures their marketing attribution since they do not market only to the contacts related to their opportunity records.

What feature should a consultant recommend to uncover additional marketing attribution?

- A. Primary - Campaign Source Attribution
- B. Einstein Attribution
- C. Account-to-Opportunity Matching
- D. First Touch Model

Answer: C

Question: 227

A marketing team is rolling out several pieces of content that will qualify leads as sales-ready and then gated behind Marketing Cloud Account Engagement forms. They want to be able to filter tables in Marketing Cloud Account Engagement by a prospect's interaction with each piece of content.

What strategy would allow the team to do this?

- A. Build dynamic lists respectively based off of those form submissions.
- B. Add a form completion action to add prospects to the right Salesforce campaign.
- C. Track downloads in the form reports and build different lists for all submissions.
- D. Add a form completion action to apply a tag with the name of the piece of content.

Answer: D

Question: 228

LenoxSoft has been using Marketing Cloud Account Engagement and Salesforce for one year and have enabled Einstein Behavior Scoring.

What guidance should the system administrator give to the LenoxSoft sales team so they can gain context into why their prospects are being scored the way they are?

- A. To always book a follow up call with prospects and record notes from the call in the Marketing Cloud Account Engagement Notes field for future review.
- B. To access the B2B Marketing Analytics app so they can look through the campaigns that the prospects have engaged with over the last year.
- C. To read the behavior score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.

D. To read the lead score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.

Answer: D

Question: 229

LenoxSoft wants to foster a closer relationship between customers and their customer success team. Each customer account is owned by a LenoxSoft success team member, who should be the sender of all Marketing Cloud Account Engagement emails sent to any contacts at that account.

Which setting would make the Marketing Cloud Account Engagement email send from the appropriate success team member?

- A. Set the sender of the email as a specific user.
- B. Set the sender of the email as a custom CRM user.
- C. Set the sender of the email as the account owner.
- D. Set the sender of the email as the assigned owner.

Answer: C

Question: 230

LenoxSoft offers two distinct product lines, each with its own sales team.

Based on prospect activity, what is the recommended way to provide each sales team with relevant prospect interest in each product line?

- A. Create emails with links to whitepapers for each product line and create completion action to increase the prospect's score by 10 for one product line and 20 for the other.
- B. Create scoring categories for each product line that calculates points based on the prospect's interaction with marketing assets related to those product lines.
- C. Create completion actions on every asset to tag prospects based on the product line they are interested in, filtering the score report by that tag.
- D. Create page actions on each product line's web pages to notify users and increase score when prospects visit each product line's section of the website.

Answer: D

Question: 231

A company uses multiple Marketing Cloud Account Engagement business units and wants to set up B2B Marketing Analytics.

What is considered true about using B2BMA with business units?

- A. The app will create unique datasets for each business unit.
- B. There is an option to create a unique app for each business unit or one joined app for all business units.
- C. Each business unit can only have one associated B2B Marketing Analytics app.
- D. Each dashboard will have an option to filter by business unit.

Answer: C

Question: 232

LenoxSoft is setting up a brand new Marketing Cloud Account Engagement business unit. They have identified a set of five users in Salesforce who will need to have Administrator roles in Marketing Cloud Account Engagement. What should they do to provide these users access to Marketing Cloud Account Engagement?

- A. Change each user's profile in Salesforce to the System Administrator role, which will create them as Administrator users in Marketing Cloud Account Engagement.
- B. Provide each user with a unique activation link to create their own Administrator user records in Marketing Cloud Account Engagement.
- C. Import the users into Marketing Cloud Account Engagement and select the Administrator role on their Marketing Cloud Account Engagement user records.
- D. Add users to the Marketing Users group from Marketing Setup in Salesforce and map their user profiles to the Administrator roles.

Answer: C

Question: 233

A customer is placing Marketing Cloud Account Engagement tracking code on their website and doesn't understand how first-party tracking differs from third-party tracking. How would a consultant explain the difference?

- A. First-party tracking is not an option in Marketing Cloud Account Engagement, while third-party tracking is.
- B. First-party tracking is domain-based while third-party tracking is campaign-based.
- C. First-party tracking tracks prospects across different website domains, while third-party tracking does not.
- D. First-party tracking does not use cookies, while third-party tracking does.

Answer: C

Question: 234

LenoxSoft has a Product Interest form where prospects can select a field value for which product lines they are interested in. The company wants that form field to automatically add prospects to a list for the product line they are interested in. If they select "Product Line A," it will add them to the "Product Line A" list. If the prospect field value doesn't contain "Product Line A," they would also like them to be removed from the list. Which automation tool in Marketing Cloud Account Engagement should be used?

- A. Dynamic list
- B. Completion action
- C. Automation rule
- D. Segmentation rule

Answer: A

Question: 235

LenoxSoft is using a repeating Engagement Studio program to send prospects who complete a specific form a series of emails, increase the prospect score when the emails are engaged with, and notify an assigned user if the call to action in the email is completed. Prospects should only repeat the program when the form is completed again.

How should LenoxSoft add the prospects?

- A. By using a static list on the form's completion action that is used as the recipient list on the program, then remove prospects from the static list before every end step in the program.
- B. By using an automation rule to add prospects to a static list based on the form being completed, then use that list as the recipient list on the program.
- C. By creating a dynamic list based on the form being completed and use that list as the distribution list on the program.
- D. By using a static list on the form's completion action, then start the program with a "Form Completed" trigger so only prospects who completed the form will get the follow up actions.

Answer: C

Question: 236

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

Choose 2 answers

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

Answer: C, D

Question: 237

The sales team has identified a group of leads who would be a good fit to purchase, but are not yet ready to do so.

What should the marketing team do with these leads until they are ready to purchase?

- A. Add the prospects to a suppression list to keep them from receiving marketing emails until they are ready to purchase.
- B. Reset the prospect's score to 0 and reassign to sales once they submit a form to show interest.
- C. Send the prospects a monthly newsletter with product demos or free trial offers.
- D. Create an engagement program to send educational content and notify sales if they engage.

Answer: A

Question: 238

LenoxSoft uses Salesforce Campaigns and wants to make sure their reports reflect engagement driven by Marketing Cloud Account Engagement marketing efforts as well as Salesforce driven activity on the campaign. Which features should they enable and utilize?

- A. Connected Campaigns and Campaign Influence
- B. Salesforce User Sync and Campaign Influence
- C. Connected Campaigns and Engagement Studio
- D. Campaign Influence and Marketing Data Sharing

Answer: A

Question: 239

Which two actions could a user take when importing prospects into Marketing Cloud Account Engagement? Choose 2 answers

- A. Assign prospects to an existing user
- B. Create new custom fields and populate field values
- C. Permanently delete prospects
- D. Undelete matching prospects from the Recycle Bin

Answer: A, D

Question: 240

LenoxSoft wants to assign all new leads coming through their "Request a Demo" form and immediately notify the sales team to follow up via phone call within 3 days. Which assignment workflow would meet these requirements?

- A. Add form completion actions to first assign to the user and then to create a Salesforce task.
- B. Add form completion actions to first assign to the assigned user and then to notify the user.
- C. Add form completion actions to add to the engagement studio program and notify the assigned user.
- D. Add form completion actions to send customized email with a call reminder to the sales user.

Answer: A

Question: 241

LenoxSoft's marketing team wants to use one repeating program to continually nurture cold and unengaged leads, but wants the content for the emails sent through the program to be tailored based on how many times the prospect has entered the program.

They have decided to create a custom field called "Repeated Engagement" and increment that field by +1 each time a prospect enters the program.

Using this method, how should the team meet this need?

- A. Create an automation rule that adds prospects to static lists to feed new programs after each entry.
- B. Create dynamic content based on the "Repeated Engagement" field for use in the emails sent in the program.
- C. Use rule steps to send prospects down unique paths in the program based on the "Repeated Engagement" field value.
- D. Use the "Repeated Engagement" field to both suppress prospects from the original program and add them to new programs.

Answer: B

Question: 242

What three features in Marketing Cloud Account Engagement can utilize Handlebars Merge Language (HML) merge fields?

Choose 3 answers

- A. User Notifications
- B. Social Posts
- C. Dynamic Content
- D. User Signatures
- E. Email Templates

Answer: C, D, E

Question: 243

A Salesforce Engage user is on their way to a customer offsite. The user just had a conference call on their smartphone and closed a new customer.

How could the sales rep remotely and immediately begin the onboarding nurture process for this new customer?

- A. Use the Salesforce Mobile App "Send an Email" button.
- B. Use the Salesforce "Send Marketing Cloud Account Engagement Email" button.
- C. Use the Salesforce "Add to Nurture" button.
- D. Use the Salesforce Mobile App "Add to Nurture" button.

Answer: C

Question: 244

LenoxSoft noticed they are getting a much higher unsubscribe rate and suspect it is due to bot activity. What should a consultant recommend to help prevent automatic unsubscribes from email scanners?

- A. Enable two-click unsubscribe in Marketing Cloud Account Engagement.
- B. Move the unsubscribe link to the header of the email instead of the footer.

- C. Immediately send prospects the resubscribe email template.
- D. Apply a <blockquote> tag to the unsubscribe link so scanners ignore it.

Answer: B

Question: 245

"LenoxSoft is releasing a critical system change that requires their customers to take action in order to avoid service interruption.

How could they communicate this to all Marketing Cloud Account Engagement prospects?

- A. Send an automated operational email to all prospects.
- B. Send Engage emails to all prospect who are opted in.
- C. Send a list email to all prospects who are opted in.
- D. Send an operational email to all prospects.

Answer: D

Question: 246

"LenoxSoft's marketing team developed a cross-selling engagement studio program for customers who have 1 or more of their products. They want to empower sales users who have Salesforce Engage licenses to make sure their contacts are included in the program.

What is the best way to allow sales to accomplish this?

- A. Add contacts to the program's Campaign as campaign members.
- B. Export contacts from Salesforce and import them into Marketing Cloud Account Engagement.
- C. Use the Add to List completion action on forms.
- D. Use the Add to Nurture action on page layouts.

Answer: A

Question: 247

"LenoxSoft wants to implement an ongoing targeted marketing effort focused on prospects in the high tech industry, with a score over 200, and a grade higher than a B. If a prospect matches this criteria, they want to send a series of emails, add to a list, and notify the assigned sales representative.

What Marketing Cloud Account Engagement feature should be used to accomplish this marketing effort?

- A. Create an automation rule with rules to segment the prospects and actions send the emails
 - B. Create a list using a segmentation rule, then use completion actions on a form for the actions
 - C. Create a static list to segment the prospects, and then schedule email list sends with completion actions
 - D. Create a complex rule in Engagement Studio to segment the prospects, followed by a series of action steps
- "

Answer: D

Question: 248

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

Answer: B, D

Question: 249

"LenoxSoft wants to send an email to existing customers about a new product offering and will be using Handlebars Merge Language (HML) merge fields to personalize the email content. They are concerned some of the recipient prospect records may not have all of the fields populated that will be used to personalize the content.

What two options could be implemented to prevent empty field values from appearing in the email? Choose 2 answers

- A. Define default mail merge values for fields
- B. Use HML conditional logic statements
- C. Use HML merge field modifiers
- D. Define page actions to replace field values

Answer: D

Question: 250

"LenoxSoft wants to ensure that if a lead or contact no longer meets market data sharing rules for a business unit (BU) the prospect is no longer active in the BU they previously matched.

What behavior should be expected in Marketing Cloud Account Engagement when a lead or contact no longer matches a market data sharing rule?

- A. The prospect is marked as do not email
- B. The prospect is marked as opted out
- C. The prospect is unassigned from its user
- D. The prospect is sent to the recycle bin

Answer: D

Question: 251

"LenoxSoft's marketing team wants to track which of their white papers converts the most net new leads so they can write more like it.

What actions should be taken to ensure they can report on the statistics in Salesforce?

- A. Enable connected campaigns and campaign member sync > add files to Marketing Cloud Account Engagement with completion action: assign to user
- B. Add custom redirects for each white paper > add completion actions: add to Salesforce campaign and assign to user
- C. Upload files to Marketing Cloud Account Engagement > create an engagement program with actions: add to Salesforce campaign and assign to user
- D. Create a form to gate each white paper > add completion actions: add to Salesforce campaign and assign to user

Answer: D

Question: 252

"If an organization has several Marketing Cloud Account Engagement users who require direct login access to pi.Marketing Cloud Account Engagement.com, what should be done before enabling user

sync?

- A. Create a custom user role for Marketing Cloud Account Engagement Only users in Marketing Cloud Account Engagement.
- B. Make sure the CRM username field on user records are empty.
- C. Set the users as Marketing user roles in Marketing Cloud Account Engagement before enabling user sync.
- D. Delete and recreate the specific users after enabling user sync.

Answer: B

Question: 253

"How could the prospect field 'Marketing Cloud Account Engagement Hard Bounce' be updated so a prospect becomes mailable?"

- A. Update the "Opt Out" field on the prospect record
- B. Remove the value in the 'Marketing Cloud Account Engagement Hard Bounce' field
- C. Change the email address to a valid email address
- D. Clear the "Do Not Email" field on the prospect record

Answer: D

Question: 254

"A user is looking at the Engagement History Custom Lightning Component on a lead or contact record and wants to understand recent activities.

Which two types of activities would display in the lightning component?

Choose 2 answers

- A. Prospect was deleted by a user
- B. Prospect unsubscribed from an email
- C. Prospect replied to an email
- D. Prospect viewed a landing page

Answer: B, D

Question: 255

"A user imported a CSV file of 100 prospects into Marketing Cloud Account Engagement to perform a mass update on the Country field. When the import completed, they noticed only 90 prospects were updated. Which two reasons could explain why the remaining 10 prospects were not updated?

Choose 2 answers

- A. The Country field has validation enabled and the updated field values did not match existing values.
- B. The user who performed the import is not the assigned user listed on the remaining prospects.
- C. The remaining prospects are in the Recycle Bin and the user did not select to undelete them.
- D. The remaining prospects' email addresses contained domains from free ISPs such as Yahoo and Google.

Answer: B, C

Question: 256

"What record page layouts can the Send Engage Email button be added to?

- A. Opportunity
- B. Case
- C. Contract
- D. User

Answer: A

Question: 257

"The LenoxSoft sales leadership has just implemented queues in Salesforce and wants to make sure their new leads coming from marketing nurtures are allocated fairly.

What should the Marketing Cloud Account Engagement administrator do to make sure new leads from nurture programs are properly routed in Salesforce?

- A. Configure users > set up a round robin > have nurture programs assign prospects to the round robin
- B. Configure users > set up a user group > have nurture programs assign prospects to the user group
- C. Configure users > set up a queue > have nurture programs assign prospects to the queue
- D. Configure users > set up a custom role > have nurture programs assign prospects to users with the custom role

Answer: B

Question: 258

What task should be completed to surface engagement history metrics on campaigns after enabling connected campaigns and assigning the correct permissions?

- A. Add engagement history lightning component to lead & contact page layouts.
- B. Add emails to campaign start displaying engagement history metrics on campaigns.
- C. Add engagement history activity related lists to lead & contact page layouts.
- D. Add engagement history metrics related lists to campaign page layouts.

Answer: C

Question: 259

LenoxSoft wants to ensure they're not over-emailing their target audience on specific email send actions in an Engagement Studio program.

What is the best way to help their marketing team achieve this goal?

- A. Automatically remove prospects from the program when an email reply trigger is met.
- B. Increase the wait time on the Email send action steps.
- C. Set the Engagement Studio program to repeat every 10 days.
- D. A Leverage Einstein Engagement Frequency in a rule step before the Email send action steps.

Answer: D

Question: 260

To adapt to changes in Apple Mail Privacy Policy, what should LenoxSoft consider doing?

- A. Disable open tracking within account settings.

- B. Only send emails to prospects who do not use Apple Mail.
- C. Enable visitor filters for all customers so opens are not tracked.
- D. A Use the Open Rules Audit to remove opens as criteria in their automations.

Answer: D

Question: 261

LenoxSoft's marketing team wants to make it easier for prospects to manage to opt in and out of marketing emails.

What can they consider doing to accomplish this goal?

- A. Enable prospect resubscribe in Marketing Cloud Account Engagement Settings.
- B. Create a custom email preference center page.
- C. Minimize public lists used in marketing emails.
- D. Remove the global opt out link from marketing emails.

Answer: B

Question: 262

LenoxSoft utilizes Marketing Cloud Account Engagement Business Units. A marketing associate is no longer able to find a set of leads in their business unit (BU) and noticed they now appear in another BU.

Which two reasons could explain why this happened?

Choose 2 answers

- A. The leads have been reassigned to a user who does not exist in that BU.
- B. The field value the Marketing Data Sharing rule criteria is defined by has been updated on the lead records.
- C. The Marketing Data Sharing rule has changed and the leads no longer match the criteria.
- D. The prospects submitted a form that updated the field controlling the Marketing Data Sharing rule for leads.

Answer: B, C

Question: 263

LenoxSoft has an event coming up and wants to have a landing page to collect registrations. They want to create the page using a drag-and-drop experience and don't want to use any HTML or CSS.

How should a consultant recommend setting this up?

- A. Create a custom layout template in Marketing Cloud Account Engagement that contains form elements. Create a landing page using that template.
- B. Create a landing page using the enhanced landing page experience. Use the Marketing Cloud Account Engagement Form component to add a Marketing Cloud Account Engagement form to track submissions.
- C. Create a landing page using the enhanced landing page experience. Use the HTML component to iframe in a Marketing Cloud Account Engagement form to track submissions.
- D. Create both a landing page and form using the enhanced landing page experience.

Answer: B

Question: 264

LenoxSoft uses a 3rd party webinar platform. They want to create an automated process using an engagement program that sends a different email based on whether or not a prospect has registered for a webinar.

What should a consultant configure in Marketing Cloud Account Engagement and Salesforce in order to meet this use case?

- A. Build a custom connector for the webinar platform and use a custom trigger in Engagement Studio to listen for the webinar registration,
- B. Create an engagement program for the webinar and use a Prospect Webinar trigger in the program to listen for the webinar registration.
- C. Export the registration list from the webinar platform, import it into Marketing Cloud Account Engagement and use it as a recipient list for the engagement program.
- D. Create a marketing app extension for the webinar platform, add an activity type for webinar registrations, and use an External Activity trigger in Engagement Studio to listen for the webinar registration.

Answer: A