Salesforce

MARKETING-CLOUD-ACCOUNT-ENGAGEMENT-CONSULTANT Exam

Salesforce Certified Marketing Cloud Account Engagement Consultant

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Version: 16.0

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 critera and add action &

B. Automation rules with attended webinar and remove action

C. Automation Rule with blank critera and add action & Dynamic List with attended webinar and remove action

D. Automation Rule with blank critera and add action & Completion action rules with attended webinar and remove action

E. Automation Rule with blank critera 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

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