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NEW QUESTION: 1

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 2

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

Answer: (SHOW ANSWER)

NEW QUESTION: 3

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

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

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 4

You want to assign prospects to a specific sales user when that prospect submits a form and is from region EMEA. What tool do you need to use? [Choose one answer]

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

Answer: [D \(LEAVE A REPLY\)](#)

NEW QUESTION: 5

How many Scoring Categories is it possible to create

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

Answer: [C \(LEAVE A REPLY\)](#)

NEW QUESTION: 6

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

Answer: [D \(LEAVE A REPLY\)](#)

NEW QUESTION: 7

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

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 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.
- 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 Marketing Cloud Account Engagement user records in each business unit connected to the same Salesforce users, then use the business unit switcher.
- D.** Create Marketing Cloud Account Engagement user records in one business unit, then use the business unit switcher to access each account.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 11

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

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 12

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

- A.** 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.
- B.** 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.
- C.** 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.
- D.** 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.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

Which is true about Marketing Cloud Account Engagement File Hosting limits

A. Marketing Cloud Account Engagement Growth Edition: 500MB Marketing Cloud Account Engagement Plus Edition: 2GB Marketing Cloud Account Engagement Advanced Edition: 5GB

B. No limits at all

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: 100MB Marketing Cloud Account Engagement Plus Edition: 500MB Marketing Cloud Account Engagement Advanced Edition: 10GB

Answer: D (LEAVE A REPLY)

NEW QUESTION: 14

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' 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.

B. 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'.

C. Create a 'Director' profile, an automation rule to set the profile, and a second automation rule to increase their score if industry is 'Technology'.

D. Create a 'Director' profile, an automation rule to set the profile, and a second automation rule to increase their grade if industry is 'Technology'.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 15

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 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".

B. 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".

C. 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".

D. 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'.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 16

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

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 17

Select available User Roles

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

Answer: (SHOW ANSWER)

NEW QUESTION: 18

Monthly cost of Salesforce Engage is

- A. It's always free
- B. 50\$

C. 100\$

D. 15\$

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 19

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: ([SHOW ANSWER](#))

NEW QUESTION: 20

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. Use an automation rule to notify the assigned user when leads with certain job titles and industries submit forms.

B. Create a dynamic list based on job title and industry and send to the sales team to filter and prioritize.

C. Run an automation rule to grade based on job title and industry and have users filter Salesforce lead views by grade.

D. It Adjust the default scoring rules based on job title and industry and have users filter Salesforce lead views by score.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 21

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 tracks prospects across different website domains, while third-party tracking does not.

B. First-party tracking is domain-based while third-party tracking is campaign-based.

C. First-party tracking does not use cookies, while third-party tracking does.

D. First-party tracking is not an option in Marketing Cloud Account Engagement, while third-party tracking is.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 22

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 23

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. Q Match records by email address

Answer: A (LEAVE A REPLY)

NEW QUESTION: 24

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 (LEAVE A REPLY)

Explanation

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

NEW QUESTION: 25

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

A. Time

B. External Lookup Relationship

C. Text Area (Rich)

D. Date/Time

E. Lookup Relationship

F. Formula

G. Date/Time

H. Geolocation

Answer: B,C,E,F,H (LEAVE A REPLY)

NEW QUESTION: 26

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 (LEAVE A REPLY)

NEW QUESTION: 27

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. Email Preference Center and Dynamic Public List

B. Static Public List and Automation Rule

C. Email Preference Center and Static Public List

D. Salesforce Engage and CRM Visible List

Answer: C (LEAVE A REPLY)

NEW QUESTION: 28

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 proves Marketing Cloud Account Engagement is a legitimate sender of LenoxSoft's emails.
- B. Authentication increases deliverability rates of emails sent through Marketing Cloud Account Engagement.
- C. Authentication provides legal protection against email abuse complaints.
- D. Authentication ensures the company's sending IP will not appear on blocklists.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 29

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

Choose 2 answers

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 30

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 31

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. Use a dynamic list to use as a recipient list on an email send.
- C. Send using an automation rule
- D. Send using a segmentation rule.

Answer: (SHOW ANSWER)

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NEW QUESTION: 32

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 33

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 dynamic list of approved users to use as the recipient list in the sending tab.
- B.** Create a static 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 test list of approved users to use in the testing tab of the email now.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 34

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 read the behavior score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.
- B.** To read the lead score rationales to gain additional context around positive or negative reasons a prospect is scored the way they are.
- C.** To access the B2B Marketing Analytics app so they can look through the campaigns that the prospects have engaged with over the last year.
- D.** 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.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 35

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

Answer: **A** ([LEAVE A REPLY](#))

NEW QUESTION: 36

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.** Create a completion action to assign a task to the Assigned User to make a phone call to ensure the prospect intended to unsubscribe.

C. 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.

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 (LEAVE A REPLY)

NEW QUESTION: 37

How could LenoxSoft benefit from Engage Reports?

A. Users can analyze the performance of their templated and non-templated emails.

B. Sales Managers can receive desktop notifications for their teams' email activities.

C. Users can analyze form submission performance for the prospects they have emailed.

D. Sales Managers can analyze lead information like prospect activity, scores, and grades.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 38

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 group 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 lead queue 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: A (LEAVE A REPLY)

NEW QUESTION: 39

It is possible to assign certain Prospect to selected Scoring Category

A. False

B. True

Answer: A (LEAVE A REPLY)

NEW QUESTION: 40

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.** Create an engagement program to send educational content and notify sales if they engage.
- D.** Send the prospects a monthly newsletter with product demos or free trial offers.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 41

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 42

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.** . A 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"
- B.** 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 Event :: is :: Chicago Event" > Import prospects and add them to the "Chicago Event" list

C. 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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 43

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 Engagement Program.
- C. The administrator does not have folder permissions to the email template folder.
- D. The administrator has not selected a sender for the Email Template.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 44

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 on a suppression list used on the operational list email send.
- B. The prospects were set to "true" for opted out and set to "false" for do not email.
- 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 ([LEAVE A REPLY](#))

NEW QUESTION: 45

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 46

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

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

Answer: (SHOW ANSWER)

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NEW QUESTION: 47

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 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

B. Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if:: Add to List

C. 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

D. 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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 48

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

- A.** Identify attributes of the key accounts they want to target.
- B.** Develop dynamic content based on lead fields.
- C.** Convert all existing leads into contacts to tie to accounts.
- D.** Create all contacts as campaign members in one campaign.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 49

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

Answer: (SHOW ANSWER)

NEW QUESTION: 50

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 51

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 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
- C. 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
- 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: C (LEAVE A REPLY)

NEW QUESTION: 52

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 only the list of mailable prospects in Marketing Cloud Account Engagement.

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 53

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 54

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 55

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 56

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 57

Which are true about Salesforce Engage

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

Answer: A,B,C,D,E ([LEAVE A REPLY](#))

NEW QUESTION: 58

It is possible for prospect to have less than 0 score

- A. False
- B. True

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 59

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 a Dynamic List where the criteria is "Prospect Time Last activity Days ago is greater than 90".

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 an Automation rule where the criteria is " Prospect Time Last activity Days ago is greater than 90 day."

Answer: C (LEAVE A REPLY)

NEW 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. Post content from other websites on your own site.

B. Start a company blog and promote a few high-quality pieces of content.

C. Hire an agency to create content.

D. Focus on creating as much content as possible.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 61

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. 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.

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 appropriate "optional Salesforce connector setting" and create an Automation rule to assign to a sales user.

D. 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.

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 62

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 63

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 (LEAVE A REPLY)

Explanation

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

NEW QUESTION: 64

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. Edit the completion action on the form to only add to the list if the email address is valid.
- C. Use the list to send a permission pass email and remove all hard bounces.
- D. Allow the assigned sales rep to call prospects upon form submission to confirm their email address.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 65

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

- A. False
- B. True

Answer: (SHOW ANSWER)

NEW QUESTION: 66

"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 merge field modifiers
- C. Define page actions to replace field values
- D. Use HML conditional logic statements

Answer: C (LEAVE A REPLY)

NEW QUESTION: 67

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

A. False

B. True

Answer: B (LEAVE A REPLY)

NEW QUESTION: 68

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 (LEAVE A REPLY)

Explanation

[https://help.salesforce.com/articleView?id=sf.Marketing Cloud Account Engagement_sf_connector_pbus_parent.htm&type=5](https://help.salesforce.com/articleView?id=sf.Marketing%20Cloud%20Account%20Engagement_sf_connector_pbus_parent.htm&type=5)

NEW QUESTION: 69

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 outlines, 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 an Automation rule :: Prospect Campaign is :: Salesforce 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 a Dynamic List:: Prospect Campaign is :: Salesforce Connector and prospect score:: is less than:: 100, Action:: add to list.

Answer: (SHOW ANSWER)

NEW QUESTION: 70

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

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

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 71

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 ([LEAVE A REPLY](#))

Explanation

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

NEW QUESTION: 72

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

- A. True
- B. False

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 73

What factors are involved in determining email deliverability?

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

E. Domain Keys

Answer: A,B,E (LEAVE A REPLY)

NEW QUESTION: 74

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 any 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 all with the criteria of Product Interest form completed and Country field equal to United States with an action to assign prospects.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 75

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. Table action updated users

B. Marketing Cloud Account Engagement Admin changed each email address

C. User sync mapped email address

D. Import and update users

Answer: C (LEAVE A REPLY)

NEW QUESTION: 76

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. Create a custom dataset using only data from the fiscal year.

B. Develop a new lens that includes only data from the fiscal year.

C. Apply the "tag" filter on the Pipeline Dashboard using the fiscal year.

D. Use the 'fiscal year' filter on the Pipeline Dashboard.

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 77

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 78

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

- A. False
- B. True

Answer: B (LEAVE A REPLY)

NEW QUESTION: 79

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 (LEAVE A REPLY)

Explanation

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

NEW QUESTION: 80

Which standard connectors can be activated in Marketing Cloud Account Engagement

[Choose two answers]

- A. Survey Monkey
- B. GoToWebinar
- C. Youtube
- D. Olark

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 81

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

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

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 82

Which one is Marketing Cloud Account Engagement Video Connector

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 83

Select available Webinar Scoring Rules

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

Answer: B,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 84

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. Salesforce Connector User has 'Read' permission to the custom object

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

Answer: (SHOW ANSWER)

NEW QUESTION: 85

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

Answer: B (LEAVE A REPLY)

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