Unique Top-selling Marketing-Cloud-Account-Engagement-Consultant Exams - New 2023 Salesforce Pratice Exam [Q18-Q36

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Salesforce Consultant Dumps Marketing-Cloud-Account-Engagement-Consultant Exam for Full Questions - Exam Study Guide

NEW QUESTION 18

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?

* Automation rule and completion action
* Dynamic list and automation rule
* Completion action and dynamic list
* Segmentation rule and completion action

NEW QUESTION 19

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?
* IP allowlist
* Tracker domain
* Custom redirects
* Page actions
Explanation

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

Engagement_admin_tracker_domain_parent.htm&type=5

NEW QUESTION 20

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?
* Dynamic list
* Completion action
* Automation rule
* Segmentation rule

NEW QUESTION 21

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?
* LenoxSoft sending a quarterly emails to 100,000 prospects
* LenoxSoft’s database growing by 500,000 prospects
* LenoxSoft creating 20 new Engagement Programs
* LenoxSoft sending more than 100,000 emails a month

NEW QUESTION 22

What is true about Marketing Cloud Account Engagement tracking? [Choose two answers]
* The code is generated from a Salesforce campaign
* Visitor filters can be added to Marketing Cloud Account Engagement to restrict tracking (clicks, visits, email notifications etc) from certain IP addresses
* Cookies will always expire after 10 years
* Visitors and prospects that have “do not track” settings enabled on their browser will not have their activities tracked while on your site.

NEW QUESTION 23

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?

* Prospects at the bottom of the funnel – actively deciding between vendors.
* Prospects at the top of the funnel – newly sourced from a tradeshow.
* Prospects at the middle of the funnel – interacting with blog content only.
* Prospects who have transitioned out of the funnel – with a recently closed deal.

NEW QUESTION 24

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

NEW QUESTION 25

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

NEW QUESTION 26

What type of fields are not supported by the Marketing Cloud Account Engagement sync
* Geolocation
* Lookup Relationship
* Date/Time
* Time
* Text Area (Rich)
* Date/Time
* Formula
* External Lookup Relationship

NEW QUESTION 27

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

NEW QUESTION 28

How could LenoxSoft benefit from Engage Reports?
* Sales Managers can analyze lead information like prospect activity, scores, and grades.
* Users can analyze form submission performance for the prospects they have emailed.
* Users can analyze the performance of their templated and non-templated emails.
* Sales Managers can receive desktop notifications for their teams’ email activities.

NEW QUESTION 29

Select available User Roles
* Administrator
* Sales User
* Marketing Manager
* CD Marketing
* Sales
* Sales Manager

NEW QUESTION 30

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?
* Set the sender of the email as a specific user.
* Set the sender of the email as a custom CRM user.
* Set the sender of the email as the account owner.
* Set the sender of the email as the assigned owner.

NEW QUESTION 31

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

NEW QUESTION 32

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?
* Monitor no of visitors, social post enagements and natural search reports month over month
* Monitor no of visitors, form conversion and email click-through rate reports month over month
* Monitor no of prospects, social post enagements and paid search reports month over month
* Monitor no of prospects, form submission and email open rate reports month over month

NEW QUESTION 33

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

* True
* False

NEW QUESTION 34

“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

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

NEW QUESTION 35

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?

* Use the Salesforce Mobile App “Send an Email” button.
* Use the Salesforce “Send Marketing Cloud Account Engagement Email” button.
* Use the Salesforce “Add to Nurture” button.
* Use the Salesforce Mobile App “Add to Nurture” button.

NEW QUESTION 36

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

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

Best way to practice test for Salesforce Marketing-Cloud-Account-Engagement-Consultant:
https://www.dumpsmaterials.com/Marketing-Cloud-Account-Engagement-Consultant-real-torrent.html]