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QUESTION 83

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

QUESTION 84

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?
* Create a completion action based on the Lead Status field value.
* Create a dynamic list based on the Lead Status field value
* Create an automation rule based on the Lead Status field value
* Create a segmentation rule based on the Lead Status field value

QUESTION 85

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

QUESTION 86

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

QUESTION 87

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?
* For all prospects who have already matched, no new actions will be applied.
* 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.
* 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.
* 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.

QUESTION 88

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

QUESTION 89

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

QUESTION 90

What is true about page actions? [Choose three answers]
* You can define a page to be a priority page to highlight the activity to Sales reps and other users.
* It is possible to use URL wildcard by adding * to the end of the URL.

* You cannot use auto responder emails with page actions.
* You cannot set the prospect’s source campaign with page actions.

QUESTION 91

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?
* Segmentation rule based on the form submission
* Automation rule based on the form submission
* Dynamic list based on the form submission
* Completion action on the form submission
Explanation

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

QUESTION 92

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
* Lead, Contact or Account record added as a Related Object to the Salesforce custom object
* Salesforce Connector User has ‘Read’ permission to the custom object
* Campaign or Opportunity record added as a Related Object to the Salesforce custom object
* Customized ‘Display in Table’ values when configuring fields

QUESTION 93

A marketing user wants to create a newsletter list where prospects will be automatically added based on a specific set of criteria. 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?
* Completion action
* Dynamic list
* Segmentation rule
* Automation rule

QUESTION 94

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

QUESTION 95

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?
* Marketing Cloud Account Engagement Engagement Program
* Salesforce Queue
* Marketing Cloud Account Engagement Automation Rule
* Marketing Cloud Account Engagement Static List
* Marketing Cloud Account Engagement Marketing Campaign

QUESTION 96

How many Scoring Categories is it possible to create
* 25
* 100
* 15
* 50

QUESTION 97

LenoxSoft wants to optimize asset usage while discovering new audiences. What tool should they use?
* Einstein Lead Score
* Einstein Campaign Insights
* Marketing Cloud Account Engagement Business Units
* Einstein Behavior Scoring
Explanation

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

Engagement_einstein_campaign_insights.htm&type=5

QUESTION 98

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

Choose 3 answers
* Landing Pages
* Social Posts
* Layout Templates
* List Emails
* Content Files

QUESTION 99

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?
* Connected Campaigns and Campaign Influence
* Salesforce User Sync and Campaign Influence

* Connected Campaigns and Engagement Studio
* Campaign Influence and Marketing Data Sharing

QUESTION 100

“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
* Define default mail merge values for fields
* Use HML conditional logic statements
* Use HML merge field modifiers
* Define page actions to replace field values

QUESTION 101

“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.

QUESTION 102

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.

QUESTION 103

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?
* Create a custom layout template in Marketing Cloud Account Engagement that contains form elements.

Create a landing page using that template.
* 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.
* 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.
* Create both a landing page and form using the enhanced landing page experience.

QUESTION 104

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

QUESTION 105

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?
* 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.
* The Dedicated IP address was not warmed up appropriately before the email was scheduled.
* The prospect was no longer a member of the “2019 Tradeshow” list used for the email send.
* A second prospect with the same email address received the email under “allow multiple prospects with the same email address.’

QUESTION 106

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?
* Create a form and enable progressive profiling
* Create a form handler and enable progressive profiling
* Create a form handler for each white paper
* Create a form per white paper and enable progressive profiling

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