

Salesforce Marketing Cloud Account Engagement Consultant

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(s): A

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(s): A

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(s): B

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(s): A

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(s): A

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(s): C

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(s): C

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(s): D

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(s): D

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(s): C

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(s): C

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(s): D

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(s): A D

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(s): A B

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

A. Form Report: Impressions

B. Lifecycle Report: New Prospects Created

C. Form Report: Conversions

D. Form Report: Submissions

Answer(s): B C

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(s): A

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(s): C

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(s): C

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(s): D

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(s): C
