Salesforce Certified Marketing Cloud Account Engagement Consultant

Salesforce Marketing-Cloud-Account-Engagement-Consultant

Version Demo

Total Demo Questions: 32

Total Premium Questions: 322

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Topic Break Down

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QUESTION NO: 1

Last month, LenoxSoft published a white paper without completion actions. The marketing team now wants every prospect who submitted the white-paper request form during the last month to be added to a new nurture list.

Which tool should be used?

A. Automation Rule

B. Completion Action

C. Page Action

D. Segmentation Rule

ANSWER: A

Explanation:

An **Automation Rule** is correct because it can evaluate existing prospect data and historical prospect activity, then take an action for every prospect that meets its criteria. LenoxSoft can create criteria for prospects who submitted the white-paper request form and use an Add to List action for the new nurture list.

Completion actions are not retroactive; adding one to the form now affects future successful submissions only. A Page Action applies to visits to a configured web page, not to a prior form submission. A segmentation rule can create a one-time segment, but it does not provide the ongoing rule-based actions required for this follow-up process.

QUESTION NO: 2

Select available Webinar Connectors

A. Webex

B. WebinarJam

C. ReadyTalk

D. GoToWebinar

E. Demio

F. ClickMeeting

ANSWER: A C D

Explanation:

Webex, ReadyTalk, and GoToWebinar are available webinar connector choices for Marketing Cloud Account Engagement. These connectors let an Account Engagement administrator authenticate the webinar provider and connect it to the business unit, so webinar information can be used in marketing processes. After the connector is configured, webinar registrations and attendance-related data can be synchronized with prospects, allowing marketers to identify engagement and use that activity for segmentation, automation rules, completion actions, and follow-up campaigns. The integration also supports associating Account Engagement campaigns with webinar activity, improving attribution and enabling sales users to see meaningful prospect engagement in connected Salesforce records. Connector availability and setup can depend on the organization's Account Engagement edition, enabled features, and the webinar provider account's permissions, so administrators should confirm prerequisites before authorizing an integration. Salesforce's webinar connector documentation describes the supported providers and the workflow for configuring and using them; the Account Engagement implementation guidance provides additional context on connecting marketing tools and operationalizing engagement data. See Salesforce Help: Webinar Connectors and Trailhead: Account Engagement Basics.

QUESTION NO: 3

Which two actions could a user take when importing prospects into Marketing Cloud Account Engagement?

Choose 2 answers

A. Assign prospects to an existing user

B. Create new custom fields and populate field values

C. Permanently delete prospects

D. Undelete matching prospects from the Recycle Bin

ANSWER: A D

Explanation:

Assign prospects to an existing user is available during prospect import because the import workflow includes assignment settings. A user can select an existing Account Engagement user as the assignee for the imported prospect records. This is useful when imported leads need an immediate owner for follow-up, qualification, or routing. The selected user must already exist and have the appropriate access in the Account Engagement business unit.

Undelete matching prospects from the Recycle Bin is also supported. Account Engagement retains deleted prospects in its Recycle Bin for a limited retention period. If an imported record matches a prospect that is currently deleted, the import process can restore that prospect rather than create a separate record. Restoring the matching record preserves the prospect's prior Account Engagement history and enables the record to resume normal processing, including assignment and engagement tracking. This behavior helps maintain a clean prospect database and prevents unnecessary duplication when a previously deleted person is reintroduced through an import file.

Salesforce documents prospect import configuration and matching behavior in its Account Engagement prospect import documentation and describes deleted-record retention in the Account Engagement Recycle Bin documentation.

QUESTION NO: 4

During the kickoff call, the LenoxSoft Marketing Manager expressed an immediate need to re-engage with older leads that went cold. Given this requirement, which Marketing Cloud Account Engagement features are the minimum requirement for a successful Engagement Program?

A. Email Authentication > Salesforce Connector > Email templates > Users > Engagement program

B. CNAME > Salesforce connector > Email Templates > Lists > Engagement program

C. CNAME > Email Authentication > Email templates > Lists > Engagement program

D. Tracking Code > CNAME > Email Templates > Dynamic Lists > Engagement program

ANSWER: C

Explanation:

CNAME > Email Authentication > Email templates > Lists > Engagement program is the minimum practical foundation for this re-engagement use case. An Engagement Program needs a recipient list to define the prospects entering the program; this can be a static list, so a dynamic list is not inherently required. It also needs approved email content, supplied through Email Templates, for the nurture steps sent to those older leads. The Engagement Program then provides the automated flow, including timed actions, rule steps, and email sends.

Before sending, Account Engagement should be configured with a branded tracker domain using a CNAME. The tracker domain supports branded, trackable links and is part of a sound Account Engagement implementation. Email authentication is also essential for dependable delivery and brand alignment: authenticated sending demonstrates that Account Engagement is authorized to send on the organization's behalf and supports modern mailbox-provider authentication expectations. Together, the domain configuration, authenticated sending identity, reusable email templates, recipient list, and Engagement Program provide the necessary capabilities to enroll cold leads and deliver a controlled re-engagement journey. Salesforce's implementation guidance for domains and authentication is available in Account Engagement domain management and Email authentication for Account Engagement.

QUESTION NO: 5

What is essential to setup when you are implementing Marketing Cloud Account Engagement for the first time? [Choose three answers]

A. Create and add a tracking code to the website

B. Setup DNS for each used domain and validate the connection

C. Setup tracker subdomain and validate it

D. Choose which sender IP to use

ANSWER: A B C

Explanation:

Creating and adding a tracking code to the website is foundational because it lets Marketing Cloud Account Engagement identify visitor activity on tracked pages, associate activity with prospects after conversion, and provide the engagement data used in automation and reporting. The tracking-code implementation should be included as part of the initial website deployment. Salesforce documentation: Account Engagement Tracking Code.

Setting up DNS for each used domain and validating the connection is also an essential deliverability and domain-configuration task. DNS records establish the required authorization and routing relationships for the organization's Account Engagement domains. Proper validation confirms that the domain configuration is recognized before it is relied on for marketing activities.

Setting up and validating a tracker subdomain is required to provide a branded domain for Account Engagement tracking links and tracked assets. The tracker subdomain is configured through DNS and then validated in Account Engagement, ensuring that tracking and redirect links use the organization's domain rather than a Salesforce-provided shared domain. See Set Up Tracker Domains.

QUESTION NO: 6

Select available Social Posting Connectors

A. Facebook

B. Twitter

C. LinkedIn

D. Zone

E. WhatsApp

F. Instagram

G. Tumblr

ANSWER: A B C

Explanation:

Facebook, Twitter, and LinkedIn are the social networks supported by Marketing Cloud Account Engagement Social Posting connectors. An administrator connects an authorized account for each supported network, then users can create and publish social posts from Account Engagement. These connectors centralize publishing activity while retaining the authorization and permissions of the connected social-media account. Facebook Pages can be connected for publishing to an organization's Page, LinkedIn supports publishing through an authorized LinkedIn account, and the Twitter connector supports publishing through the connected Twitter account. The connector setup is performed in Account Engagement settings and requires the appropriate permissions both in Account Engagement and on the social platform. Salesforce's Account Engagement documentation identifies these networks as the available Social Posting connector types and provides the setup flow for connecting and managing them. See Salesforce Help: Social Posting in Account Engagement and Salesforce Help: Connect Social Posting Accounts.

QUESTION NO: 7

A customer does not feel that campaign influence reporting fully captures their marketing attribution since they do not market only to the contacts related to their opportunity records.

What feature should a consultant recommend to uncover additional marketing attribution?

A. Primary - Campaign Source AttributionB, Einstein Attribution

B. Account-to-Opportunity Matching

C. First Touch Model

ANSWER: B

Explanation:

Account-to-Opportunity Matching is the appropriate recommendation because it expands opportunity attribution beyond prospects who are explicitly connected to an opportunity through an opportunity contact role. When this Account Engagement feature is enabled, eligible prospects associated with the same Salesforce account as an opportunity can be matched to that opportunity. This gives marketing teams a broader view of the people at an account who engaged with marketing efforts during the sales cycle, including stakeholders who may not have been manually added as contact roles.

That broader prospect-to-opportunity association enables Account Engagement and Salesforce reporting to surface additional campaign engagement and influence signals. It is particularly useful for account-based selling, buying committees, or any process in which marketing nurtures multiple contacts at an account while sales maintains only a subset of those people as formal opportunity contacts. The resulting attribution view better reflects account-level engagement contributing to pipeline and revenue, while still relying on the account relationship in Salesforce.

Salesforce documents the configuration and matching behavior in Account-to-Opportunity Matching. For related reporting context, see Salesforce Trailhead's Engagement History and Reporting with Account Engagement.

QUESTION NO: 8

Can Email Preference Center demand for logging in

A. True

B. False

ANSWER: B

Explanation:

False is correct. An Account Engagement Email Preference Center is designed to let prospects manage their communication subscriptions through a personalized link, without requiring them to authenticate or log in. Account Engagement identifies the recipient from the unique, tracked preference-center URL included in an email. This enables the prospect to opt in or out of individual public lists, update subscription choices, or globally unsubscribe with minimal friction.

Keeping the process accessible is important for both user experience and consent management. A recipient must be able to easily exercise their communication preferences when they receive marketing email, including when they are not a Salesforce user and do not have credentials for an associated customer portal or website. The preference center therefore functions as a publicly reachable, prospect-specific subscription-management page rather than an authenticated application page. Administrators can customize its branding, layout, and available subscription lists, while Account Engagement records the resulting preference changes on the prospect record.

For configuration details and subscription-management guidance, see Salesforce's Email Preference Center documentation and the Account Engagement subscription management Trailhead module.

QUESTION NO: 9

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

Choose 2 answers

A. Account-based marketing completely replaces broad-based marketing.

B. Account-based marketing is only a good fit for certain industries.

C. Account-based marketing can be implemented in stages.

D. Account-based marketing personalizes experiences for prospects.

ANSWER: C D

Explanation:

Account-based marketing can be implemented in stages. An organization does not need to transform its entire demand-generation model at once. It can begin with a focused set of high-value target accounts, establish alignment between sales and marketing, test account selection and engagement tactics, and then expand the program as processes, data quality, content, and measurement mature. This phased approach makes ABM practical while allowing teams to learn from early results.

Account-based marketing personalizes experiences for prospects. ABM concentrates marketing and sales activity on selected accounts and the buying groups within them. Its value comes from coordinating relevant messaging, content, and outreach around an account's business needs, priorities, and journey. Marketing Cloud Account Engagement supports this approach through targeted segmentation, engagement tracking, and Salesforce-connected account insights, helping teams deliver more relevant interactions to the people associated with priority accounts. Salesforce describes ABM as a strategy focused on engaging specific, high-value accounts with tailored experiences, rather than treating all prospects identically. See Salesforce's Account-Based Marketing documentation and its account-based marketing overview.

QUESTION NO: 10

LenoxSoft is preparing to synchronize a custom Salesforce field named *Customer Tier* with Marketing Cloud Account Engagement. Prospects can be represented by either Salesforce leads or contacts.

Which two configuration steps are required for the field to sync consistently for both record types?

Choose 2 answers

A. Create matching Customer Tier fields on the Salesforce Lead and Contact objects with the same field API name.

B. Grant the Salesforce connector user access to the Customer Tier fields.

C. Create separate Account Engagement prospect fields for lead values and contact values.

D. Create the Customer Tier field only on the Salesforce Account object.

E. Replace the mapped field with a Salesforce formula field.

ANSWER: A B

Explanation:

The corresponding Customer Tier field must exist on both the Salesforce **Lead** and **Contact** objects with the same field API name so Account Engagement can synchronize the prospect field regardless of whether the prospect is associated with a lead or contact. The Salesforce connector user also requires appropriate **field-level access** to the Salesforce fields in order to read and synchronize their values.

Creating a separate Account Engagement prospect field for leads and contacts would create an inconsistent data model. Adding the field only to Account does not support prospect-level lead and contact synchronization. A Salesforce formula field is not the requirement that establishes a compatible two-object mapping.

QUESTION NO: 11

LenoxSoft has a training portal for customers. AMarketing 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 ProgramWhat steps should Lenoxsoft take to achieve these requirements?

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

B. Create a dynamic list with the criteria :: Webinar:: Successful & Custom Prospect custom field:: engagement:: engaged :: Action of:: Remove from listCreate an automation rule with the criteria :: Prospect custom field : engagement:: blank:: Action if:: Add to List

C. Create a completion action with the criteria :: Webinar:: Successful & Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from listCreate an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if:: Add to ListCreate a segmentation rule with the criteria :: Webinar:: Successful & Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from list

D. Create an automation rule: Prospect custom field [Engagement] is blank | Add to ListCreate an automation rule: Prospect webinar is registered for webinar AND Prospect custom field [Engagement] is Engaged | Remove from List

ANSWER: D

Explanation:

Creating one automation rule that adds prospects whose Engagement custom field is blank to the program list, followed by a second automation rule that removes prospects when they are registered for the webinar and their Engagement field is Engaged, meets both lifecycle requirements. The first rule establishes the audience for the Training Engagement Program: prospects who have not yet demonstrated portal engagement. The page action updates Engagement to Engaged when a prospect views the portal, providing the field value needed for the later evaluation. The second rule uses combined criteria, so removal occurs only after both meaningful milestones have been met: webinar registration and portal viewing. This preserves prospects in the program when they have completed just one of those activities, allowing the program to continue encouraging the remaining behavior. Automation rules are appropriate because they can evaluate prospect criteria and apply repeatable list actions, including adding prospects to and removing prospects from lists. The program can then use that list as its recipient audience. Salesforce documents automation-rule criteria and actions in Automation Rules, and explains page actions in Page Actions.

QUESTION NO: 12

What is true about Dynamic Content? [Choose three answers]

A. You can add up to 25 variations of content

B. You can base variations on Scoring Categories

C. You can add dynamic content to web pages

D. You can use dynamic content in subject lines

ANSWER: A C D

Explanation:

Dynamic Content in Marketing Cloud Account Engagement lets marketers present different content variations to prospects according to rule criteria, so one asset can be personalized for distinct audiences without creating separate emails or landing pages. “You can add up to 25 variations of content” is correct because a dynamic-content record supports up to 25 variations in addition to its default content. “You can add dynamic content to web pages” is correct in the context of Account Engagement landing pages: dynamic-content tags can be placed in landing-page content to render the appropriate variation for an identified prospect. “You can use dynamic content in subject lines” is also correct. Adding the dynamic-content merge tag to an email subject line enables subject-line text to be selected dynamically when the email is sent, extending personalization beyond the email body. To work as intended, the variation rules should use prospect data that is reliably populated and the default content should provide an appropriate fallback when no variation criteria are met. Salesforce’s Account Engagement documentation covers dynamic-content creation, variation limits, and supported placement in emails and landing pages: Dynamic Content in Account Engagement. See also Salesforce Trailhead’s guidance on personalization: Create Dynamic Content.

QUESTION NO: 13

Which is true about Marketing Cloud Account Engagement Flile Hosting limits

A. No limits at all

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

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

ANSWER: B

Explanation:

Marketing Cloud Account Engagement Growth Edition: 100MB Marketing Cloud Account Engagement Plus Edition: 500MB Marketing Cloud Account Engagement Advanced Edition: 10GB is correct because file hosting capacity is an edition-based entitlement in Marketing Cloud Account Engagement. The available hosted-file storage increases with the edition: Growth includes 100 MB, Plus includes 500 MB, and Advanced includes 10 GB. This capacity applies to files uploaded to and hosted by Account Engagement, such as assets used in marketing content. Consultants should account for this allocation when planning asset-management practices, especially where teams intend to host documents, images, or downloadable content directly in Account Engagement. Since file storage is finite and tied to the purchased edition, reviewing expected file volumes and sizes during implementation helps avoid exhausting the allocation and supports an appropriate content-hosting strategy. Salesforce’s Account Engagement limits documentation lists the applicable product limits and is the authoritative source for confirming entitlement details. See Salesforce Help: Account Engagement Limits and Salesforce’s Marketing Cloud Account Engagement product information for edition and product context.

QUESTION NO: 14

LenoxSoft uses a 3rd party webinar platform. They want to create an automated process using an engagement program that sends a different email based on whether or not a prospect has registered for a webinar.

What should a consultant configure in Marketing Cloud Account Engagement and Salesforce in order to meet this use case?

A. A Build a custom connector for the webinar platform and use a custom trigger in Engagement Studio to listen for the webinar registration,

B. Create an engagement program for the webinar and use a Prospect Webinar trigger in the program to listen for the webinar registration.

C. Export the registration list from the webinar platform, import it into Marketing Cloud Account Engagement and use it as a recipient list for the engagement program.

D. Create a marketing app extension for the webinar platform, add an activity type for webinar registrations, and use an External Activity trigger in Engagement Studio to listen for the webinar registration.

ANSWER: D

Explanation:

Create a marketing app extension for the webinar platform, add an activity type for webinar registrations, and use an External Activity trigger in Engagement Studio to listen for the webinar registration. Marketing App Extensions provide the supported integration framework for bringing third-party marketing-system engagement data into Marketing Cloud Account Engagement. The webinar platform, through its integration, can send a registration event as an external activity and associate it with the appropriate prospect.

After the custom external activity type for webinar registrations is available, the Engagement Studio program can evaluate that activity with an External Activity trigger. Prospects who generate the registration activity follow the registered path and receive the corresponding email. Prospects who do not satisfy the trigger criteria can proceed down the alternate path after the program's configured wait and evaluation logic. This design makes webinar registration a tracked, reusable prospect activity rather than relying on manual file handling, and it supports automated branching directly within the engagement program. Salesforce documents Marketing App Extensions and their external activity capabilities in the Marketing App Extensions Developer Guide and describes available Engagement Studio actions, rules, and triggers in Salesforce Help.

QUESTION NO: 15

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

A. Completion actions are retroactive and will apply to activities done before and after you apply them

B. Completion actions only execute for prospects. They will not affect visitors.

C. Completion actions can be criteria based.

D. Completion actions will not execute for image files.

ANSWER: B D

Explanation:

Completion actions only execute for prospects because Account Engagement uses a known prospect record to perform actions such as assigning a user, adding the prospect to a list, changing a field value, or applying a tag. A visitor who has not been identified as a prospect does not have the prospect record needed for these actions. For example, a form submission can create or identify a prospect, after which the form's completion actions can run against that prospect record. This behavior makes completion actions useful for responding immediately to an identifiable engagement event. Salesforce describes completion actions as actions that occur when a prospect completes a marketing activity, including submitting a form or downloading a file. See Salesforce Help: Completion Actions.

Completion actions will not execute for image files. Image assets can be requested automatically by email clients, browsers, and page rendering, so treating an image request as intentional prospect engagement would produce unreliable automation. Account Engagement therefore excludes image-file downloads from completion-action processing. This distinction helps ensure that file completion actions represent meaningful downloadable-content engagement rather than ordinary image loading. Salesforce's Account Engagement implementation guidance for files and completion actions is available in the Salesforce Help: Files in Account Engagement.

QUESTION NO: 16

What is important to remember when creating custom prospect fields in Marketing Cloud Account Engagement? [Choose one answer]

A. Marketing Cloud Account Engagement cannot sync with multi picklist in Salesforce

B. The matching field in Salesforce must have the exactly the same name on the lead and contact object in order for Marketing Cloud Account Engagement to synch to both objects.

C. Marketing Cloud Account Engagement cannot sync with formula fields in Salesforce

D. You can only create 50 custom fields in Marketing Cloud Account Engagement.

ANSWER: B

Explanation:

The matching field in Salesforce must have the exactly the same name on the lead and contact object in order for Marketing Cloud Account Engagement to synch to both objects. This is important because a prospect can be represented by either a Salesforce lead or a Salesforce contact as it progresses through the lifecycle. For a custom prospect field to sync consistently regardless of which Salesforce record type represents the prospect, the corresponding custom fields must exist on both the Lead and Contact objects with the same field API name and compatible configuration. This lets the Salesforce connector identify the appropriate destination field and maintain a consistent value when records are created, converted, or updated. Planning the Lead and Contact field model before enabling field sync also prevents gaps in data visibility and automation caused by a field being available for only one record type. Salesforce documents the Account Engagement and Salesforce field relationship, including the connector's use of matching Salesforce fields, in its Account Engagement custom fields documentation. Additional implementation guidance for mapping and managing Account Engagement data with Salesforce is available in the Salesforce connector documentation.

QUESTION NO: 17

LenoxSoft wanted to deduct a prospect ' s score by 100 points if they visited their careers page on the website, what would be the best recommendation to implement?

A. Page action

B. Custom redirect

C. Completion action

D. Automation rule

ANSWER: A

Explanation:

Page action is the appropriate recommendation because it is designed to trigger Salesforce Marketing Cloud Account Engagement actions when a tracked prospect views a specific webpage. The careers page can be configured as the page action's URL, and its scoring adjustment can be set to subtract 100 points. This directly connects the identified behavioral signal—visiting that particular page—to the desired score change, without requiring a form submission, link click, or separate segmentation process.

Page actions are especially useful for implicit prospect activity occurring on important website pages. After Account Engagement tracking code identifies the visitor, the configured action is applied when the prospect accesses the matching page. A negative score adjustment is supported and can help reflect that career-page interest may indicate a job seeker rather than a likely buyer. This makes the scoring model more meaningful for sales teams and helps prevent career-related traffic from inflating engagement scores. Configure and manage the action in Account Engagement's Page Actions area, ensuring the webpage is tracked and the URL pattern accurately matches the careers page. See Salesforce's guidance on page actions and prospect scoring.

QUESTION NO: 18

The sales team wants marketing to automatically nurture current customers whoare up for renewal in 60 days in an ongoing basis. Which two actions would be needed to nurture the prospects?

Choose 2 answers

A. Make a suppression list for the program.

B. Make a repeating engagement program.

C. Make a dynamic recipient list for the program.

D. Make a segmentation rule for the program.

ANSWER: B C

Explanation:

A repeating engagement program and a dynamic recipient list for the program provide the automation needed for this recurring renewal-nurture use case. The dynamic recipient list should use criteria that identify current customers whose renewal date is 60 days away. Because Account Engagement continually reevaluates dynamic-list rules, prospects enter the audience automatically as they meet the renewal criterion, without a marketer having to rebuild or manually update the list. This makes the entry audience responsive to changing customer and renewal data.

The engagement program then delivers the planned sequence of renewal communications and actions to those eligible prospects. Enabling the program to repeat supports an ongoing business process: after a prospect completes the nurture, they can be eligible to go through it again when they qualify for a later renewal cycle. Together, an automatically maintained audience and repeatable program behavior allow marketing to operate the nurture continuously for renewal populations. Salesforce documents that dynamic lists automatically add and remove prospects based on matching rules, while Engagement Studio programs can be configured to permit prospects to repeat. See Salesforce Help: Dynamic Lists and Salesforce Help: Engagement Studio Programs.

QUESTION NO: 19

LenoxSoft wants to create Contacts instead of Leads or sync with Person Account records. What step should the consultant recommend?

A. Locate the relevant documentation and follow the steps to enable.

B. Update your Salesforce connector user permissions

C. Contact Marketing Cloud Account Engagement Support to enable the necessary connector behavior

D. Update your field mappings by going to Admin > Configure Fields

ANSWER: C

Explanation:

Contact Marketing Cloud Account Engagement Support to enable the necessary connector behavior is correct because the default Account Engagement-to-Salesforce connector behavior creates Salesforce Lead records for prospects that do not already match a Salesforce record. Organizations that need prospects to be created as Contacts instead require a connector configuration change. Similarly, Person Account synchronization has specific connector requirements and must be enabled for the connected Salesforce org. These are connector-level behaviors, rather than ordinary prospect-field configuration settings, so a consultant should engage Marketing Cloud Account Engagement Support to request and coordinate the appropriate enablement. Before the request, the consultant should confirm that Person Accounts are enabled in Salesforce, identify the connector and business unit involved, and validate the organization's desired lead/contact matching and record-creation process. This helps ensure the requested behavior aligns with the org's data model and avoids unintended duplicate records. Salesforce's implementation guidance describes how Account Engagement syncs prospect data through the Salesforce connector, while Salesforce Help provides the current setup considerations for Person Accounts and Account Engagement. See the Salesforce Account Engagement Implementation Guide and Salesforce Help: Person Accounts and Account Engagement.

QUESTION NO: 20

Which are true about Marketing Cloud Account Engagement Recycle Bin

A. Items in the recycle bin don't count toward usage limits

B. If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign

C. Admins can permanently delete prospects in the recycle bin. Marketing Cloud Account Engagement no longer tracks prospects when they're permanently deleted

D. A deleted prospect is restored when the Salesforce record it's syncing with is undeleted

E. Tags are deleted permanently and don't appear in the recycle bin

F. Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin

G. Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin

ANSWER: A B C E G

Explanation:

The Marketing Cloud Account Engagement Recycle Bin provides a temporary holding area for many deleted records and assets, allowing administrators to manage recovery or permanent removal. Items retained there do not count against applicable Account Engagement usage limits, which enables organizations to remove unused items without those deleted items continuing to consume capacity. When a campaign is deleted, the associated prospects remain in Account Engagement and retain the deleted campaign association, preserving relevant historical campaign information. Administrators can permanently delete prospects from the Recycle Bin; after permanent deletion, Account Engagement no longer tracks those prospects. Tags have different deletion behavior: they are permanently deleted rather than retained as recoverable Recycle Bin items. Content files are also permanently deleted and cannot be restored, but Account Engagement lists them in the Recycle Bin so administrators have visibility into the deletion. These behaviors are important when planning data-retention, cleanup, and recovery processes because recoverability varies by asset type. Review Salesforce's Marketing Cloud Account Engagement Recycle Bin documentation and its Account Engagement Administration Trailhead module for current asset-specific deletion and restoration behavior.

QUESTION NO: 21

LenoxSoft has a product guide hosted on its public website. The marketing team wants known prospects who download the guide to receive additional score and be added to a product-interest list automatically.

What should the consultant recommend?

A. Upload the guide as a Marketing Cloud Account Engagement file and configure file completion actions.

B. Create a static list for prospects who are interested in the product guide.

C. Create a tracker domain for the product-guide URL.

D. Create a landing page and use the landing page name as the completion action.

ANSWER: A

Explanation:

LenoxSoft should upload the guide as a **Marketing Cloud Account Engagement file** and configure completion actions on that file. When an identified prospect downloads the Account Engagement-hosted file, the file completion actions can adjust the prospect score and add the prospect to the appropriate list.

A static list does not detect future download activity. A tracker domain brands Account Engagement-hosted URLs but does not itself take actions following a download. A landing page can host content, but it is not required when the tracked interaction is the download of an Account Engagement file.

QUESTION NO: 22

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

Explanation:

“Migrate the HTML and CSS of the current form into a new Marketing Cloud Account Engagement layout template” is appropriate because layout templates control the presentation of hosted Account Engagement forms. Reusing the organization’s established HTML structure and CSS styling in a layout template lets the new Account Engagement-hosted form preserve the visual branding, formatting, and user experience of the vendor-hosted version. The form itself can then be built in Account Engagement and associated with that layout template, so submissions are processed and tracked natively in the platform.

“Create the custom fields needed for the forms individually in Marketing Cloud Account Engagement” is also required. A hosted Account Engagement form can include standard prospect fields and custom prospect fields, but each custom field must first exist in Account Engagement before it can be added to the form. Creating the required fields individually also allows the administrator to configure each field’s type, values, sync behavior, and field-level settings to match the data being collected. Together, the layout template and custom-field configuration enable a branded, fully functional Account Engagement form with native submission tracking. See Salesforce Help: Account Engagement Forms and Trailhead: Account Engagement Forms.

QUESTION NO: 23

LenoxSoft wants a custom user role in Marketing Cloud Account Engagement that will allow a user to perform imports, but not toconfigure fields. In order to create this custom user role, they will copy an existing default user role that already has these permissions.

Which default user role should be copied in order to maintain these permissions?

A. Sales

B. Marketing

C. Administrator

D. Sales Manager

ANSWER: B

Explanation:

Marketing is the appropriate default role to copy. The Marketing role is intended for users who execute day-to-day marketing operations in Marketing Cloud Account Engagement, including working with prospect data and importing prospects. It provides the functional access a marketing practitioner needs to bring data into the platform and manage marketing activities without granting the broader administrative control associated with configuring Account Engagement fields.

When creating a custom role, starting from Marketing preserves the required import capability as a baseline. The administrator can then review the copied permissions and make any narrowly required adjustments while keeping field-configuration access disabled. This follows the principle of least privilege: users receive access needed for their operational responsibility, rather than administrative permissions unrelated to importing data. Salesforce’s guidance on managing Account Engagement users and roles describes using roles and permissions to control what users can access, while the Account Engagement administration learning material distinguishes marketing-user responsibilities from administrative setup responsibilities.

References: Salesforce Trailhead: Manage Account Engagement Users and Salesforce Help: Account Engagement User Roles.

QUESTION NO: 24

LenoxSoft is using three Marketing Cloud Account Engagement Business Units: United States, South America and Canada. The marketing team for each business unit wants to ensure only certain relevant opportunities sync to their business unit.

What should be configured in order to meet this requirement?

A. Marketing data sharing rules on contact roles

B. Marketing data sharing rules on accounts

C. Marketing data sharing rules on opportunities

D. Marketing data sharing rules on prospects

ANSWER: C

Explanation:

Marketing data sharing rules on opportunities should be configured because Marketing Cloud Account Engagement Business Units use these rules to control which Salesforce records are available to, and synchronized with, each individual business unit. An opportunity rule can use Salesforce field criteria that represent the appropriate market or organizational boundary, such as country, region, business unit, record type, or a custom ownership field. LenoxSoft can therefore define separate opportunity-sharing criteria for the United States, South America, and Canada business units, so each team works only with opportunity records relevant to its market.

This configuration is particularly important in a multi-business-unit implementation because it establishes deliberate data segregation while retaining a common Salesforce org. The criteria are evaluated in Salesforce and determine the records that are shared for marketing use in the corresponding Account Engagement business unit. Before enabling the rules, administrators should confirm that the opportunity field selected for the criteria is consistently populated and reflects the intended regional assignment; otherwise, appropriate opportunities might not be shared. Salesforce documents marketing data sharing as the mechanism for controlling record access across Account Engagement business units and supports rules for relevant Salesforce objects, including opportunities. See Salesforce Help: Marketing Data Sharing Rules and Salesforce Help: Set Up Marketing Data Sharing Rules.

QUESTION NO: 25

LenoxSoft is reviewing which emails should be designated as operational emails rather than marketing emails.

Which two messages are appropriate operational-email use cases?

Choose 2 answers

A. A password-reset message requested by the prospect.

B. An event-registration confirmation for an event the prospect registered to attend.

C. A monthly product newsletter.

D. An invitation to a promotional webinar.

E. An announcement promoting a limited-time product discount.

ANSWER: A B

Explanation:

Operational emails are for essential, non-marketing communications related to a prospect's request or transaction. A password-reset message and an event-registration confirmation are appropriate examples because they provide information the recipient needs after initiating a specific process.

A monthly product newsletter and an invitation to a promotional webinar are marketing communications. They should respect marketing-email preferences and should not be designated as operational simply to bypass an opt-out.

QUESTION NO: 26

What is true about A/B testing? [Choose two answers]

A. You can disable A/B testing before and after email sent.

B. You can only do A/B testing on list emails.

C. When you turn off A/B testing you will have to choose which version to keep.

D. It is recommended to test at least 5 different elements in your A/B tests.

ANSWER: B C

Explanation:

Account Engagement A/B testing is a feature of list emails. A marketer creates alternate versions of a list email, sends each version to a portion of the selected recipient list, and then uses the configured winning metric to determine which version is sent to the remaining recipients. This supports controlled testing of a single meaningful variation, such as a subject line, sender details, email content, or send time, while keeping the audience and campaign purpose consistent. Account Engagement's A/B testing workflow is therefore tied to the list-email send process rather than being a general testing capability for every email type or automation context.

If A/B testing is turned off while editing the email, Account Engagement requires the marketer to select the version that should remain. The retained version becomes the email's single active content version, ensuring the email has an unambiguous version for subsequent editing and sending. This preserves a deliberate content decision when the email is no longer configured as an A/B test. Salesforce's guidance on creating and testing Account Engagement emails is available in Trailhead's Account Engagement Email Marketing module and the Salesforce Help documentation for A/B testing list emails.

QUESTION NO: 27

LenoxSoft's web developer told the marketing team that the company website already has a Google Analytics tracking code in place, so the Marketing Cloud Account Engagement tracking code is unnecessary.

Which two benefits of installing the Marketing Cloud Account Engagement tracking code should be considered?

Choose 2 answers

A. Associate visitor activity to a prospect on form submission.

B. Track the prospect's click path through the website's content.

C. Capture complete demographic information about an anonymous visitor.

D. Trigger page actions to occur when a prospect visits a certain URL.

ANSWER: B D

Explanation:

Installing the Marketing Cloud Account Engagement tracking code lets Account Engagement collect first-party visitor activities on the organization's website and connect those activities to marketing automation records. **Track the prospect's click path through the website's content.** is a core benefit because the tracking code records page views and other website engagement, providing activity history that helps marketers understand content interest, evaluate engagement, and use engagement data for segmentation and automation.

Trigger page actions to occur when a prospect visits a certain URL. is also a key capability enabled by the tracking code. Page actions monitor visits to specified web pages and can perform configured actions, such as adjusting a prospect's score, assigning the prospect, adding them to a list, or applying tags. This makes important web behavior actionable without requiring the visitor to submit another form. Google Analytics and the Account Engagement tracking code serve different purposes: Analytics focuses on web analytics, while Account Engagement uses its tracking data to support prospect activity records and marketing automation. Salesforce documents tracking-code deployment and website visitor tracking at [Marketing Cloud Account Engagement Tracking Code] and page-action behavior at [Page Actions].

QUESTION NO: 28

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

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

ANSWER: D

Explanation:

Run a Dynamic List where the criteria is "Prospect Time Last activity Days ago is greater than 90" because it defines “cold” according to the behavior that matters: a prospect has not engaged in any tracked activity for more than 90 days. A dynamic list continuously reevaluates its criteria as prospect data changes. This makes it well suited as the recipient list for an Engagement Studio program intended to reengage inactive prospects over time. Prospects automatically enter the list when their last activity becomes older than the specified threshold, and they can leave it when new tracked activity updates their last-activity value. That ongoing membership maintenance avoids manually rebuilding lists or repeatedly running a one-time segmentation process. It also supports a durable nurture design: the program can target the current cold audience while engagement data reflects whether prospects are becoming active again. Salesforce documents that dynamic lists update automatically as prospects meet or no longer meet their rule criteria, making them appropriate for continuously changing audiences. See [Salesforce Help: Dynamic Lists] and [Salesforce Help: Engagement Studio].

QUESTION NO: 29

Marketing Cloud Account Engagement's Permission Based Marketing Policy helps ensure your emails don't get flagged as spam. CAN-SPAM provisions include

A. Don't use false or misleading header information

B. Don't use deceptive subject lines

C. Identify the message as an ad

D. Tell recipients where you're located

E. Tell recipients how to opt out of receiving future email from you

F. Honor opt-out requests promptly

G. Monitor what others are doing on your behalf

ANSWER: A B C D E F G

Explanation:

All of the listed provisions are core requirements of the U.S. CAN-SPAM Act for commercial email. Senders must use accurate routing and header information and subject lines that truthfully reflect the email’s content. Commercial messages must also clearly disclose their advertising nature, include a valid physical postal address for the sender, and provide a clear, conspicuous method for recipients to opt out of future email. Opt-out mechanisms must remain available and requests must be processed promptly; the Federal Trade Commission specifies that senders generally have no more than 10 business days to honor an opt-out request. Responsibility also extends beyond the organization that sends the message directly: a company cannot avoid compliance obligations by hiring another business to conduct email marketing on its behalf. These practices align with Marketing Cloud Account Engagement's permission-based marketing approach, supporting transparent sender identity, recipient choice, and responsible management of email communications. The FTC's [CAN-SPAM Act compliance guide] summarizes these requirements, and Salesforce provides additional guidance in its [CAN-SPAM compliance information].

QUESTION NO: 30

Which are true about Marketing Cloud Account Engagement Recycle Bin

A. Items in the recycle bin don't count toward usage limits

B. If you delete a campaign, the prospects associated with the campaign remain in the system tagged with the deleted campaign

C. Admins can permanently delete prospects in the recycle bin. Marketing Cloud Account Engagement no longer tracks prospects when they're permanently deleted

D. A deleted prospect is restored when the Salesforce record it's syncing with is undeleted

E. Tags are deleted permanently and don't appear in the recycle bin

F. Content files are permanently deleted and cannot be undeleted and they are not listed in the recycle bin

G. Content files are permanently deleted and cannot be undeleted, but they are listed in the recycle bin

ANSWER: A B C D E F

Explanation:

Items held in the Marketing Cloud Account Engagement Recycle Bin no longer count toward usage limits, which lets an administrator recover mistakenly deleted records without retaining their active-limit impact. Deleting a campaign does not delete its associated prospects; those prospects remain in Account Engagement with the deleted campaign retained as their campaign association. Administrators can permanently delete prospects from the Recycle Bin, after which Account Engagement no longer tracks those prospect records. If the linked Salesforce lead or contact is undeleted, the corresponding deleted prospect is restored through the connector relationship. Tags bypass the Recycle Bin and are permanently deleted. Files are also permanently deleted when deleted: they cannot be undeleted and do not appear in the Recycle Bin. These behaviors are important when planning record-retention processes, Salesforce connector operations, and recovery procedures. Salesforce documents Recycle Bin behavior and the deletion handling for Account Engagement assets in its [Marketing Cloud Account Engagement Recycle Bin documentation]. For broader guidance on managing records and assets in Account Engagement, see the [Marketing Cloud Account Engagement Basics Trailhead module].

QUESTION NO: 31

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 email template folder.

C. The administrator does not have folder permissions to the Engagement Program.

D. The administrator has not selected a sender for the Email Template.

ANSWER: A

Explanation:

The administrator has not published the Email Template from a draft. is correct because marking an Account Engagement email template as available for Engagement Programs only identifies the template as eligible for that use; it does not make a draft template available in a program action. An email template must be published before it can be selected in a Send Email step in an Engagement Studio program. Publishing moves the template out of its editable draft state and makes the configured, approved version available for sending through the relevant Account Engagement features. This separation is intentional: nurture programs can run automatically and repeatedly, so they need a stable, published template rather than an unfinished version that may still be changed. After the administrator opens the template, completes any required configuration, and publishes it, the template should be available to select when configuring the Send Email action, provided it remains designated for Engagement Programs. Salesforce's Account Engagement documentation describes publishing email templates as the step that makes them available for use, and its Engagement Studio documentation covers using email sends as program actions. See Salesforce Help: Email Templates in Account Engagement and Salesforce Help: Engagement Studio.

QUESTION NO: 32

LenoxSoft noticed they are getting a much higher unsubscribe rate and suspect it is due to bot activity.

What should a consultant recommend to help prevent automatic unsubscribes from email scanners?

A. Enable two-click unsubscribe in Marketing Cloud Account Engagement.

B. Move the unsubscribe link to the header of the email instead of the footer.

C. Immediately send prospects the resubscribe email template.

D. Apply a

tag to the unsubscribe link so scanners ignore it.

ANSWER: A

Explanation:

Enable two-click unsubscribe in Marketing Cloud Account Engagement. Email security scanners sometimes follow every link in an email while inspecting it for malicious destinations. If the unsubscribe URL immediately processes the request when visited, this automated link checking can inadvertently opt prospects out. Two-click unsubscribe introduces a confirmation step: the initial unsubscribe-link visit takes the recipient to a landing page, and the unsubscribe is completed only after a deliberate confirmation click. This preserves a straightforward, consent-respecting way for genuine recipients to opt out while reducing the risk that an automated scanner's request alone changes a prospect's email subscription status. A consultant should enable this feature when unexpected unsubscribe activity suggests security-tool or bot interaction, then monitor unsubscribe trends after the change to confirm the issue is reduced. Salesforce documents the two-click unsubscribe setting and its purpose in its Account Engagement email preference guidance. See Salesforce Help: Email Preferences in Account Engagement and Salesforce Help: Unsubscribe Prospects.