

Salesforce Marketing Cloud Account Engagement Consultant

SALESFORCE MARKETING CLOUD ACCOUNT ENGAGEMENT CONSULTANT
CERTIFICATION QUESTIONS & ANSWERS

Exam Summary – Syllabus – Questions

MARKETING CLOUD ACCOUNT ENGAGEMENT CONSULTANT

[Salesforce Certified Marketing Cloud Account Engagement Consultant](#)
60 Questions Exam – 68% Cut Score – Duration of 105 minutes

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Know Your Marketing Cloud Account Engagement Consultant Certification Well:

The Marketing Cloud Account Engagement Consultant is best suitable for candidates who want to gain knowledge in the Salesforce Marketer. Before you start your Marketing Cloud Account Engagement Consultant preparation you may struggle to get all the crucial Marketing Cloud Account Engagement Consultant materials like Marketing Cloud Account Engagement Consultant syllabus, sample questions, study guide.

But don't worry the Marketing Cloud Account Engagement Consultant PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the Marketing Cloud Account Engagement Consultant syllabus?
- How many questions are there in the Marketing Cloud Account Engagement Consultant exam?
- Which Practice test would help me to pass the Marketing Cloud Account Engagement Consultant exam at the first attempt?

Passing the Marketing Cloud Account Engagement Consultant exam makes you Salesforce Certified Marketing Cloud Account Engagement Consultant. Having the Marketing Cloud Account Engagement Consultant certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Salesforce Marketing Cloud Account Engagement Consultant Certification Details:

Exam Name	Salesforce Marketing Cloud Account Engagement Consultant
Exam Code	Marketing Cloud Account Engagement Consultant
Exam Price	Registration fee: USD 200 Retake fee: USD 100
Duration	105 minutes
Number of Questions	60
Passing Score	68%
Recommended Training / Books	Market to Your Customers with Account Engagement
Schedule Exam	Kryterion Webassessor

Sample Questions	<u>Salesforce Marketing Cloud Account Engagement Consultant Sample Questions</u>
Recommended Practice	<u>Salesforce Certified Marketing Cloud Account Engagement Consultant Practice Test</u>

Marketing Cloud Account Engagement Consultant Syllabus:

Section	Objectives	Weight
Evaluation	<ul style="list-style-type: none"> - Given a scenario that includes an assessment of a customer's current Salesforce and Account Engagement landscape as well as business objectives, analyze and make recommendations on a path forward. - Design a strategy to identify customer business needs based on marketing trends using currently available tools and methods. 	17%
Account Configuration	<ul style="list-style-type: none"> - Articulate the implications and importance of technical setup. - Develop a plan to maintain data integrity during data migration. - Given a usage governance plan, develop and recommend a strategy that addresses organization and authorization (or access). 	20%
Automating Business Processes	<ul style="list-style-type: none"> - Given a scenario, recommend the best automation tool(s) (automation rule, segmentation rule, dynamic list, completion action). - Given a scenario, design a sequence of events in Account Engagement to complete a marketing initiative (assets, automations, notifications, etc.). - Given a scenario, develop and implement a lead nurturing strategy. 	17%
Email Marketing	<ul style="list-style-type: none"> - Apply email marketing standards and best practices to customer business needs. 	10%
Lead Management	<ul style="list-style-type: none"> - Given a customer scenario, develop and recommend a lead generation strategy including Account Engagement assets. - Given a lead qualification threshold, classify prospects appropriately. - Given a scenario, recommend a model to route qualified and unqualified leads across the business. 	14%
Personalizing the Prospect Experience	<ul style="list-style-type: none"> - Recommend ways to personalize the prospect experience. - Design a strategy to meet a company's consent management requirements. 	8%

Section	Objectives	Weight
Reporting, Metrics & Analytics	- Recommend the technical set-up requirements for reporting and analytics. - Identify reporting methods to solve a given scenario.	11%
Sales Emails and Alerts	- Configure Sales Emails and Alerts for sales use. - Summarize the benefits of Sales Emails and Alerts.	3%

Salesforce Marketing Cloud Account Engagement Consultant Sample Questions:

Question: 1

A Pardot administrator finds that all of the email addresses for their Pardot users have changed. What would be the root cause of this change?

- a) Pardot Admin changed each email address
- b) Table action updated users
- c) User sync mapped email address
- d) Import and update users

Answer: c

Question: 2

What type of Pardot field should you sync Salesforce Phone field?

- a) Phone
- b) Text
- c) Number
- d) You can't do this

Answer: b

Question: 3

An Administrator imported a list of trade show attendees and added them all to the same Pardot campaign. A few months later, the Administrator wants to pull a one-time list of all of these attendees. How should this be accomplished?

- a) Look for the original list based on the Pardot campaign
- b) Run an automation rule based on the Pardot campaign
- c) Run a dynamic list based on the Pardot campaign
- d) Run a segmentation rule based on the Pardot campaign

Answer: d

Question: 4

When warming a dedicated IP, what would support good delivery rates with initial email sends and build the IP's sending reputation?

- a) Segment the best and most active contacts for initial email sends.
- b) Segment prospects with free email service providers for initial email sends.
- c) Segment internal employees with high scores for initial email sends.
- d) Segment cold prospects with a low score to reengage for initial email sends.

Answer: c

Question: 5

How long can it take for Custom Object in Pardot to sync with Salesforce?

- a) 10 minutes
- b) 2 minutes, because that's the frequency of Pardot looking for changes in Salesforce
- c) 4 hours
- d) 1 hour

Answer: c

Question: 6

What is true about the Salesforce connector?

[Choose two answers]

- a) When connecting Pardot and Salesforce you only need to follow a connection wizard in Pardot.
- b) You can connect Pardot to a Salesforce sandbox or production environment
- c) Email is the unique identifier unless "allow multiple Prospects with same email address" is enabled.
- d) Only lead, contacts and accounts are synchronized from Salesforce to Pardot

Answer: b, c

Question: 7

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) Create a Custom User Role with only the options to 'view' & 'edit' lists and 'view' emails selected
- b) Set the intern up in the Default 'Marketing' User Role
- c) Set the intern up in the Default 'Marketing Intern' User Role
- d) Create a Custom User Role with only the options to 'view' lists and 'view' emails selected

Answer: d

Question: 8

How often does Pardot check for changes in Salesforce?

- a) 1 hour
- b) 2 minutes
- c) 5 minutes
- d) 10 minutes

Answer: b

Question: 9

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?

- a) Create a form handler for each white paper
- b) Create a form per white paper and enable progressive profiling
- c) Create a form handler and enable progressive profiling
- d) Create a form and enable progressive profiling

Answer: b

Question: 10

What activities can be done in Pardot's engagement program?

- a) Trigger, action and rule
- b) Trigger, listen and check
- c) Trigger, activity and check
- d) Trigger, activity and rule

Answer: a

Study Guide to Crack Salesforce Marketing Cloud Account Engagement Consultant Exam:

- Getting details of the Marketing Cloud Account Engagement Consultant syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the Marketing Cloud Account Engagement Consultant exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Salesforce provided training for Marketing Cloud Account Engagement Consultant exam could be of much help. If there is specific training for the exam, you can discover it from the link above.

- Read from the Marketing Cloud Account Engagement Consultant sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on Marketing Cloud Account Engagement Consultant practice tests is must. Continuous practice will make you an expert in all syllabus areas.

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