

# Salesforce Marketing Cloud Account Engagement Consultant Study Guide PDF

**GRAB THE SALESFORCE MARKETING CLOUD ACCOUNT ENGAGEMENT CONSULTANT CERTIFICATION PDF QUESTIONS & ANSWERS**

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**Exam Summary – Syllabus – Questions**

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**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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## Get an Overview of the Marketing Cloud Account Engagement Consultant Certification:

Who should take the [Marketing Cloud Account Engagement Consultant exam](#)? This is the first question that comes to a candidate's mind when preparing for the Marketing Cloud Account Engagement Consultant certification. The Marketing Cloud Account Engagement Consultant certification is suitable for candidates who are keen to earn knowledge on the Salesforce Marketer and grab their Salesforce Certified Marketing Cloud Account Engagement Consultant. When it is about starting the preparation, most candidates get confused regarding the study materials and study approach. But Marketing Cloud Account Engagement Consultant study guide PDF is here to solve the problem. Marketing Cloud Account Engagement Consultant PDF combines some effective sample questions and offers valuable tips to pass the exam with ease.

## Why Should You Earn the Salesforce Marketing Cloud Account Engagement Consultant Certification?

There are several reasons why one should grab the Marketing Cloud Account Engagement Consultant certification.

- The Marketing Cloud Account Engagement Consultant certification proves to be one of the most recognized certifications.
- The certification badge proves the knowledge of the candidate regarding subject matters and makes his resume presentable to potential candidates.
- Thus earning the [Salesforce Certified Marketing Cloud Account Engagement Consultant](#) is a powerful qualification for a prosperous career.

# What Is the Salesforce Marketing Cloud Account Engagement Consultant Certification Exam Structure?

<b>Exam Name</b>	Salesforce Marketing Cloud Account Engagement Consultant
<b>Exam Code</b>	Marketing Cloud Account Engagement Consultant
<b>Exam Price</b>	Registration fee: USD 200 Retake fee: USD 100
<b>Duration</b>	105 minutes
<b>Number of Questions</b>	60
<b>Passing Score</b>	68%
<b>Recommended Training / Books</b>	<a href="#">Market to Your Customers with Account Engagement</a>
<b>Schedule Exam</b>	<a href="#">Kryterion Webassessor</a>
<b>Sample Questions</b>	<a href="#">Salesforce Marketing Cloud Account Engagement Consultant Sample Questions</a>
<b>Recommended Practice</b>	<a href="#">Salesforce Certified Marketing Cloud Account Engagement Consultant Practice Test</a>

## Enhance Knowledge with Marketing Cloud Account Engagement Consultant Sample Questions:

### Question: 1

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

**Answer: b**

**Question: 2**

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: 3**

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: 4**

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: 5**

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: 6**

How often does Pardot check for changes in Salesforce?

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

**Answer: b**

**Question: 7**

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: 8**

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: 9**

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: 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**

## **What Study Guide Works Best in Acing the Salesforce Marketing Cloud Account Engagement Consultant Certification?**

The Marketing Cloud Account Engagement Consultant study guide is a combination of some proven study tips and the combination of all valuable study materials like sample questions, syllabus and practice tests in one place.

### **Explore the Syllabus Topics and Learn from the Core:**

If you are determined to earn success in the Marketing Cloud Account Engagement Consultant exam, getting in full touch of the [syllabus](#) is mandatory. During preparation, you might not like all syllabus sections or topics, but try to get at least the fundamental knowledge from the sections you don't like. The more you possess knowledge on all syllabus sections, the more is the chance to attempt maximum number of questions during the actual exam.

### **Make Your Schedule:**

Studying and completing the syllabus becomes easier, if you work on the syllabus topics after making a schedule. Your syllabus must mention what areas you want to cover and within what time. Once you make a schedule and follow it regularly, syllabus completion becomes easier and preparation becomes smoother.

### **Get Expert Advice from the Training:**

Do not forget to join the Salesforce Marketing Cloud Account Engagement Consultant training if it is providing any. Training enhances the practical knowledge of a candidate, which helps them to work well in the practical field during projects.

## Get Access to the PDF Sample Questions:

If your study material is in a [PDF format](#) or the materials are mobile-friendly, what could be better than that? Get access to the free sample questions and keep enhancing your knowledge beyond the syllabus.

## Avoid Dumps and Utilize the Salesforce Marketing Cloud Account Engagement Consultant Practice Test:

Why should you rely on practice tests? The reason is simple: you must get familiar with the exam pattern before reaching the exam hall. An aspirant aware of the exam structure and time management during the exam preparation can perform well in the actual exam and attempt the maximum number of questions during the exam.

Many aspirants prefer to read from dumps, but they miss out on the self assessment method. Therefore, Marketing Cloud Account Engagement Consultant practice tests always stand out to be the better choice than dumps PDF.

### **Avail the Proven Marketing Cloud Account Engagement Consultant Practice Test for Success!!!**

Do you want to pass the Marketing Cloud Account Engagement Consultant exam on your first attempt? Stop worrying; we, VMExam.com are here to provide you the best experience during your Salesforce Marketing Cloud Account Engagement Consultant preparation. Try out our free mock tests to get a glimpse of our quality study materials, and build your confidence with the premium [Marketing Cloud Account Engagement Consultant practice tests](#). Our expert-designed questions help you to improve performance and pass the exam on your first attempt.