

# Top MCAE-Con-201 Reliable Test Notes 100% Pass | Efficient MCAE-Con-201: Salesforce Certified Marketing Cloud Account Engagement Consultant 100% Pass

## **BENCHMARK CMAA EXAM QUESTIONS & DETAILED ANSWERS PASSED 100%**

Which of the following is an example of an incidental disclosure? - CORRECT ANSWER Having a sign-in sheet that includes a patient's name and provider

Insurance policies contain which of the following provisions to avoid overlapping payments? - CORRECT ANSWER Coordination of benefits

A medical administrative assistant is speaking with a provider who prescribes a diagnostic examination of a patient's right knee joint with direct visual inspection. The assistant should identify that which of the following terms describes this examination? - CORRECT ANSWER Arthroscopy

A medical administrative assistant should perform which of the following tasks when opening the office each morning? - CORRECT ANSWER Turn off the answering service.

A medical administrative assistant should identify that which of the following is a method used to deter patients from not showing up to their appointments? - CORRECT ANSWER Charging patients a fee

A medical administrative assistant should identify that which of the following barriers among coworkers involves perceiving only those in higher positions as being important? - CORRECT ANSWER Status barrier

To which of the following entities can a medical administrative assistant disclose a patient's information without signed authorization from the patient? - CORRECT ANSWER Local health department

A medical administrative assistant should identify that ketosis is an expected finding for a patient who has which of the following conditions? - CORRECT ANSWER Diabetes mellitus

Which of the following should a medical administrative assistant explain to new patients prior to an initial visit? - CORRECT ANSWER The procedure to cancel an appointment

A medical administrative assistant should identify that which of the following helps to maintain adequate supplies on hand? - CORRECT ANSWER Inventory management

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### Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q70-Q75):

#### NEW QUESTION # 70

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. Move the unsubscribe link to the header of the email instead of the footer.
- B. Enable two-click unsubscribe in Marketing Cloud Account Engagement.
- C. Immediately send prospects the resubscribe email template.
- D. Apply a <blockquote> tag to the unsubscribe link so scanners ignore it.

Answer: A

#### NEW QUESTION # 71

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. Marketing Cloud Account Engagement cannot sync with formula fields in Salesforce
- C. 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.
- D. You can only create 50 custom fields in Marketing Cloud Account Engagement.

Answer: C

#### NEW QUESTION # 72

LenoxSoft wants to view only opportunities within a certain fiscal year on the Pipeline Dashboard using B2B Marketing Analytics. How could this be accomplished?

- A. Develop a new lens that includes only data from the fiscal year.
- B. Use the 'fiscal year' filter on the Pipeline Dashboard.
- C. Create a custom dataset using only data from the fiscal year.
- D. Apply the "tag" filter on the Pipeline Dashboard using the fiscal year.

Answer: D

#### NEW QUESTION # 73

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

Choose 2 answers

- A. Account-based marketing personalizes experiences for prospects.
- 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 completely replaces broad-based marketing.

Answer: A,C

#### NEW QUESTION # 74

LenoxSoff 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?

- A. A second prospect with the same email address received the email under "allow multiple prospects with the same email address."
- B. The Dedicated IP address was not warmed up appropriately before the email was scheduled.
- C. The prospect was no longer a member of the "2019 Tradeshow" list used for the email send.
- D. 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.

Answer: A

#### NEW QUESTION # 75

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