

MC-201受験対策書、MC-201日本語的中対策



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>> MC-201受験対策書 <<

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弊社は成立以来、ますます完全的になっている体系、もっと豊富になっている問題集、より安全的になってい

る支払保障、よりよくなるサービスを持っています。現在提供するMC-201の資料は多くのお客様に認可されました。あなたは試験に参加したいなら、我々の全面的なMC-201問題集はあなたに大助けを提供します。

Salesforce Certified Marketing Cloud Account Engagement Specialist 認定 MC-201 試験問題 (Q103-Q108):

質問 # 103

On which two types of domains does Marketing Cloud Account Engagement set cookies? (Choose two answers.)

- A. Marketing Cloud Account Engagement domains
- B. Social media domains
- C. Tracker domains
- D. Mobile domains

正解: A、C

解説:

The two types of domains that Marketing Cloud Account Engagement sets cookies on are Marketing Cloud Account Engagement domains and Tracker domains. Cookies are small pieces of data that are stored on your browser when you visit a website, and they can be used to track your online behavior and preferences. Marketing Cloud Account Engagement sets cookies on two types of domains:

Marketing Cloud Account Engagement domains are domains that are hosted by Marketing Cloud Account Engagement, such as go.Marketing Cloud Account Engagement.com or pi.Marketing Cloud Account Engagement.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who interact with your marketing assets, such as forms, landing pages, or custom redirects.

Tracker domains are domains that are owned by you, but are verified and authenticated by Marketing Cloud Account Engagement, such as yourcompany.com or yourblog.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who visit your website, such as page views, time spent, or bounce rate.

質問 # 104

How can a prospect's score be changed?

- A. All of the above.
- B. Through automation rules.
- C. Through completion actions.
- D. Through scoring model changes.

正解: A

解説:

According to the Salesforce documentation, a prospect's score can be changed through automation rules, scoring model changes, or completion actions. A prospect's score is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. A prospect's score can be changed by using different methods, such as:

Automation rules: An automation rule is an automation tool that can be used to update a prospect's score when the prospect meets certain criteria, such as prospect field values, activities, or scores. For example, an automation rule can be created to increase a prospect's score by 10 points when the prospect visits a specific web page.

Scoring model changes: A scoring model is a feature that allows users to customize the scoring rules for different types of activities, such as email opens, form submissions, or custom redirects. A scoring model can be changed by editing the default scoring model in Marketing Cloud Account Engagement, or by creating a custom scoring model for a specific group of prospects. For example, a scoring model can be changed to assign more points to an email open, or to create a different scoring model for prospects from a certain industry.

Completion actions: A completion action is an automation tool that can be used to adjust a prospect's score after the prospect successfully completes a marketing element, such as submitting a form, clicking a link, or visiting a web page. A completion action can be used to increase or decrease a prospect's score by a specific amount, or to reset a prospect's score to zero. For example, a completion action can be created to decrease a prospect's score by 5 points when the prospect unsubscribes from an email.

質問 # 105

Which two activities can automatically increase a prospects score using the default scoring model? Choose 2 answers

- A. A prospect being converted from a Lead to a Contact
- **B. A prospect submitting a form on a landing page**
- **C. A prospect clicking on a tracked link in an email**
- D. A prospect sending an email to their assigned user

正解: B、C

解説:

According to the Salesforce documentation, the default scoring model in Marketing Cloud Account Engagement assigns points to prospects based on their activities, such as clicking a link in an email, submitting a form, or visiting a landing page. These activities indicate the level of interest and engagement of the prospects, and help prioritize them for sales follow-up. Converting a lead to a contact or sending an email to the assigned user are not activities that automatically increase the prospect's score, unless they are customized in the scoring rules. Reference: Salesforce documentation

質問 # 106

What variable tag must be included in an email to allow prospects to manage their email preferences?

- **A. %%unsubscribe%% or %%email_preference_center%%**
- B. %%opt_out%% report_spam%%
- C. %%opt_out%% or %%email_preference_center%%
- D. %%unsubscribe% or %%opt_out%%

正解: A

解説:

According to the Salesforce documentation, the variable tag that must be included in an email to allow prospects to manage their email preferences is %%unsubscribe%% or %%email_preference_center%%. A variable tag is a placeholder that is replaced with a specific value when the email is sent. The %%unsubscribe%% variable tag is replaced with a link that allows the prospect to unsubscribe from all emails from the sender. The %%email_preference_center%% variable tag is replaced with a link that allows the prospect to opt in or out of specific email lists or categories. Either of these variable tags can be used to enable prospects to manage their email preferences, and they are required by law in some countries. %%opt_out%% or %%email_preference_center%%, %%opt_out%% report_spam%%, and %%unsubscribe%% or %%opt_out%% are not valid variable tags that can be used to allow prospects to manage their email preferences, as they are either incorrect or nonexistent. Reference: Salesforce documentation

質問 # 107

By default, which two objects does Pardot write to in Salesforce?
Choose 2 answers

- A. Case records
- **B. a Contact records**
- C. Opportunity records
- D. Account records
- **E. Lead records**

正解: B、E

解説:

By default, Pardot integrates closely with Salesforce CRM to synchronize data primarily with two key standard objects: Lead and Contact records. This integration allows Pardot to write marketing data directly to these objects, enabling a seamless flow of information about prospects' activities and engagement. This capability is foundational for maintaining updated and relevant data within Salesforce, facilitating more targeted and effective sales and marketing efforts. Case, Account, and Opportunity records, while important within Salesforce, do not receive direct writes from Pardot by default, although they can be involved in more advanced, customized integrations.

質問 # 108

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