

Free PDF 2026 MC-201: Salesforce Certified Marketing Cloud Account Engagement Specialist–Professional Exam Dumps Demo



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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q174-Q179):

NEW QUESTION # 174

LenoxSof's email template designer has been tasked with driving more engagement with the company's email content. They want to use the Click-Through Rate report to see which links prospects clicked.

What insight does this report provide the template designer?

- A. High open rates indicates that prospects are interacting with the content.
- B. Email clicks on the text version of the email are outperforming clicks on the HTML version of the email
- C. High click rates indicates that the email subject line should be the focus of the email content.
- **D. Low click rates encourage the user to optimize content or link placement in other email sends.**

Answer: D

Explanation:

The insight that the Click-Through Rate report provides the template designer is that low click rates encourage the user to optimize content or link placement in other email sends. The Click-Through Rate report shows the percentage of email recipients who clicked on one or more links in the email. This metric indicates how engaging and relevant the email content and links are for the prospects. If the click rates are low, it means that the prospects are not interested in the email content or links, or they are not able to find them easily. The template designer can use this insight to improve the content or link placement in future email sends, such as by using more compelling calls to action, adding more value propositions, or making the links more visible and accessible. The other options are not insights that the Click-Through Rate report provides. Email clicks on the text version of the email are not tracked by Marketing Cloud Account Engagement, so they do not affect the click rates. High click rates do not indicate that the email subject line should be the focus of the email content, as the subject line is more related to the open rates. High open rates do not indicate that prospects are interacting with the content, as they only measure how many prospects opened the email, not how they engaged with it. Reference [Email Metrics Glossary]

NEW QUESTION # 175

What does Marketing Cloud Account Engagement sync first with Salesforce?

- **A. Contacts**
- B. Leads

Answer: A

Explanation:

Marketing Cloud Account Engagement syncs first with contacts in Salesforce. Marketing Cloud Account Engagement and Salesforce work together to keep data aligned between the two platforms. Some of the data that syncs bi-directionally are leads, contacts, and campaigns. Some of the data that syncs one-directionally from Salesforce to Marketing Cloud Account Engagement are accounts, opportunities, and tasks. By default, when Marketing Cloud Account Engagement syncs a prospect, Marketing Cloud Account Engagement looks for contacts with a matching email address as first priority. If it doesn't find any, it will look for a matching lead to sync with. If it doesn't find one of those, either, it will create a lead. This ensures that Marketing Cloud Account Engagement does not create duplicate records in Salesforce. You can also configure Marketing Cloud Account Engagement to create contacts or person accounts instead of leads, depending on your preference. For more details -> 678910

NEW QUESTION # 176

What would make the Salesforce connector become unverified?

- A. The Salesforce account has reached the limit of the number of lead or contact records that could be created
- B. The Marketing Cloud Account Engagement account has reached the limit of the number of prospect records that could be created
- C. The connector user's Marketing Cloud Account Engagement password was changed
- **D. The connector user's Salesforce password was changed**

Answer: D

Explanation:

The event that would make the Salesforce connector become unverified is the connector user's Salesforce password was changed. A Salesforce connector is a feature that allows you to connect your Marketing Cloud Account Engagement account with your Salesforce CRM system, and enable bi-directional data sync and alignment between sales and marketing. To verify the Salesforce connector, you need to have a connector user, which is a Salesforce user that Marketing Cloud Account Engagement uses to access

your Salesforce data and perform actions on your behalf. The connector user needs to have the appropriate permissions and settings in Salesforce, such as the API Enabled and Modify All Data permissions, and the security token². If the connector user's Salesforce password was changed, the security token would also change, and Marketing Cloud Account Engagement would not be able to authenticate with Salesforce. This would cause the Salesforce connector to become unverified, and the data sync between Marketing Cloud Account Engagement and Salesforce would stop. To fix this, you need to update the connector user's password and security token in Marketing Cloud Account Engagement, and re-verify the Salesforce connector

NEW QUESTION # 177

What are the benefits of warming up an IP address?

- A. Build up email reputation
- B. Avoid IP Blacklisting
- C. IPs don't work well when cold
- D. Increase Deliverability

Answer: A,D

Explanation:

Warming up an IP address is the process of gradually increasing the volume of emails sent from a new or cold IP address to establish a good reputation with the Internet Service Providers (ISPs) and avoid being blocked or filtered as spam. Warming up an IP address has two main benefits: increasing deliverability and building up email reputation. Increasing deliverability means that your emails have a higher chance of reaching the inbox of your recipients, rather than being rejected, bounced, or sent to the spam folder. Building up email reputation means that your IP address is recognized as a legitimate and trustworthy sender by the ISPs, and that your emails are compliant with the best practices and standards of email marketing

NEW QUESTION # 178

What is the process to add a prospect who visits a pricing page to a list?

- A. Create a segmentation rule
- B. Create a page action
- C. Use a Tag
- D. Create an automation rule

Answer: B

Explanation:

The process to add a prospect who visits a pricing page to a list is to create a page action. A page action is a feature that allows you to track and act on the behavior of prospects who visit specific pages on your website, such as your pricing page, product page, or thank you page. You can use page actions to perform actions on the prospects who visit the page, such as adding them to a list, assigning them to a user, or changing their field values. You can also use page actions to customize the content or layout of the page based on the prospect's attributes or behaviors³. To create a page action, you need to specify the URL of the page that you want to track, and the actions that you want to execute when a prospect visits the page. For example, you can create a page action that matches the URL of your pricing page, and adds the prospect to a list of pricing page visitors.

NEW QUESTION # 179

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