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Salesforce MC-201 Exam Syllabus Topics:

Section	Weight	Objectives
Lead Management	24%	- Page actions - Segmentation rules - Custom redirects: capabilities and use cases - Scoring and grading: definition and management - Completion actions - Automation rules: components and use cases - Lists: types, capabilities and creation
Administration	11%	- Recycle Bin capabilities - Relationship between Account Engagement and Salesforce - Field creation, editing and mapping
Reporting and Analytics	8%	- Conversion and engagement metrics - Dashboard interpretation - Campaign and lifecycle reporting
Email Marketing	20%	- Difference between Emails and Email Templates - Email capabilities and use cases - Email reporting metrics
Engagement Studio	17%	- Components of engagement programs - Updating engagement programs and assets
Forms, Form Handlers and Landing Pages	20%	- Capabilities, use cases and metrics of landing pages - Capabilities, use cases and metrics of forms

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detect learners' study outcomes, and the statistical reporting function of our MC-201 Test Guide is designed for students to figure out their weaknesses and tackle the causes, thus seeking out specific methods dealing with them. Our MC-201 exam guide have also set a series of explanation about the complicated parts certificated.

Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q256-Q261):

NEW QUESTION # 256

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site. Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process? Choose one answer

- A. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- B. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
- **C. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.**
- D. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.

Answer: C

Explanation:

The sequence of steps that the Marketing Cloud Account Engagement Administrator should take to automate this process is to enable Visitor Filters for a specific IP range and enable Send daily visitor activity emails. Visitor Filters allow you to filter out the internal traffic from your website analytics, such as your own employees or vendors. By filtering out a specific IP range, you can ensure that only external visitors are tracked by Marketing Cloud Account Engagement. Send daily visitor activity emails allow you to receive a daily email with a list of all the visitors who have visited your website in the past 24 hours, along with their company name, location, and pages viewed. By enabling this feature, you can share the list of external visitors with the regional sales managers automatically

NEW QUESTION # 257

Can you tie multiple Salesforce accounts to one Marketing Cloud Account Engagement account?

- **A. No, you can only have one Salesforce connector at a time.**
- B. Yes, but you would need to contact Marketing Cloud Account Engagement Support to enable the feature for you.
- C. Yes, but it's only available to customers with the Pro Edition
- D. Yes, you can have up to 2 Salesforce accounts linked to one Marketing Cloud Account Engagement account.

Answer: A

Explanation:

The Salesforce connector is a feature that allows you to integrate Marketing Cloud Account Engagement with Salesforce, a customer relationship management (CRM) platform. With this connector, you can sync data, activities, and campaigns between Marketing Cloud Account Engagement and Salesforce. You can only have one Salesforce connector at a time, which means that you can only tie one Salesforce account to one Marketing Cloud Account Engagement account. You cannot have multiple Salesforce accounts linked to one Marketing Cloud Account Engagement account, regardless of the number of accounts, the edition of Marketing Cloud Account Engagement, or the support from Marketing Cloud Account Engagement. Reference: Salesforce Connector, Connect Marketing Cloud Account Engagement and Salesforce

NEW QUESTION # 258

What would make the Salesforce connector become unverified?

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

Answer: C

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 # 259

The first step in an engagement program is a Send Email action. All 100 emails were sent last Monday when the program started. Today, a user looked at the Engagement Program Report and filtered the program to show a date range of Tuesday through Friday of last week.

What number would display on the Report Card for the email send statistic?

- A. 0
- B. 1
- C. 2
- D. C

Answer: C

Explanation:

The number that would display on the Report Card for the email send statistic is 100. This is because the Report Card shows the total number of prospects that have reached a specific step in the program, regardless of the date range that you filter by. The date range filter only affects the data that is shown in the Engagement History table, which shows the number of prospects that have taken a specific action on a specific date. Therefore, even if the user filters the program to show a date range of Tuesday through Friday of last week, the Report Card will still show that 100 emails were sent on Monday, as that is the total number of prospects that reached the first step of the program

NEW QUESTION # 260

Which three triggers could be used to define a prospects path in an engagement studio program?

Choose 3 answers

- A. List membership
- B. File download
- C. Email open
- D. Prospect grade
- E. Custom redirect click

Answer: A,C,E

Explanation:

In Engagement Studio programs within Pardot, the paths that prospects take can be defined by various triggers based on their actions or statuses. The following are valid triggers:

List membership: This trigger checks if the prospect belongs to a specific list, allowing for tailored engagements based on list segmentation.

Email open: This monitors whether a prospect has opened an email, serving as a behavioral trigger for further actions.

Custom redirect click: This trigger checks if the prospect has clicked on a custom redirect link, which is often used to track engagement with specific content or calls to action. These triggers help in dynamically steering prospects through different paths based on their interactions with marketing materials.

NEW QUESTION # 261

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