

Quiz MCE-Con-201 Valid Test Syllabus - Unparalleled Test Salesforce Certified Marketing Cloud Engagement Consultant Guide



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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q22-Q27):

NEW QUESTION # 22

LenoxSoft's corporate marketing team has Marketing Cloud Account Engagement users who are users in all of their five Marketing Cloud Account Engagement Business Units. User A primarily focuses on the North American business unit (BU), but is asked to review a new Engagement Studio program in the European BU before the European marketing team resumes the program. How would user A accomplish this?

- A. Log out of the North American BU and log into the European BU to review the program
- B. Create a custom user role in the European BU with access to the folder the program is in.
- C. Instruct the user in the European BU to take a screenshot and email it to them to review.
- D. Use the BU switcher in the North America BU to switch to Europe.

Answer: D

NEW QUESTION # 23

LenoxSoft is moving their forms from an external vendor into Marketing Cloud Account Engagement. The forms contain both default and custom fields. They want the forms to be hosted by Marketing Cloud Account Engagement for tracking purposes, but want to retain the same look and feel.

Which two actions should be taken to achieve this?

Choose 2 answers

- A. Migrate the HTML and CSS of the current form into a new Marketing Cloud Account Engagement layout template.
- B. Import the list of custom fields used on their forms to create the fields in Marketing Cloud Account Engagement.
- C. Create the custom fields needed for the forms individually in Marketing Cloud Account Engagement.
- D. Create the existing form links as custom redirects in Marketing Cloud Account Engagement for tracking.

Answer: A,C

NEW QUESTION # 24

There is Custom Field Type in Marketing Cloud Account Engagement called CRM User

- A. True
- B. False

Answer: A

NEW QUESTION # 25

LenoxSoft asks you about whether filtered prospects will be affected if they are registering for an event using your WebEx connector. What advice do you give them? You simply remind them that since registering for an event is a completion action it will always run when a form is filled out.

- A. Filtered prospects for the webinar either by removing the filter or having the filtered prospects register through the WebEx registration form itself.
- B. Filtered prospects will not be registered for a webinar through a Marketing Cloud Account Engagement form, but you can still register your
- C. Filtered prospects will not be registered for a webinar through a Marketing Cloud Account Engagement form since "Register for a webinar" completion action and Marketing Cloud Account Engagement prospects who are filtered do not have completion actions applied to them
- D. That may happen occasionally, but they shouldn't worry too much since most filtered prospects are usually staff members.

Answer: A

NEW QUESTION # 26

What should be enabled on a Marketing Cloud Account Engagement form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- A. "Not you?" Link
- B. ReCAPTCHA
- C. Kiosk/Data Entry Mode
- D. Progressive Profiling

Answer: C

NEW QUESTION # 27

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