

New MC-201 Exam Bootcamp, Free MC-201 Study Material

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Now we can say that the Salesforce MC-201 exam practice questions are real, valid, and updated as per the Salesforce Certified Marketing Cloud Account Engagement Specialist exam syllabus. So rest assured that with the Salesforce MC-201 Exam Practice test questions you can ace your exam preparation quickly and be ready to perform well in the final Salesforce MC-201 certification exam.

Salesforce MC-201 Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Administration	11%	- Explain the relationship between Account Engagement and Salesforce - Describe the capabilities of the Account Engagement Recycle Bin - Illustrate how to create, edit, and map fields
Topic 2: Engagement Studio	17%	- Explain Engagement Program structure and capabilities - Distinguish between the components of an Engagement Program

Topic 3: Account Engagement Forms, Form Handlers and Landing Pages	20%	- Identify the capabilities, use cases and interpret reporting metrics for landing pages - Identify the capabilities, use cases and interpret metrics of Account Engagement forms given a scenario
Topic 4: Visitors and Prospects	8%	- Apply the appropriate plan of action using Prospect Audits given a scenario - Describe the relationship between visitors and prospects
Topic 5: Lead Management	24%	- Explain what a Score measures and how scoring is managed - Distinguish between the capabilities of, use cases for, and how to create different types of lists - Define the capabilities of page actions - Identify the capabilities and use cases of custom redirects - Explain the components and use cases of an automation rule - Define the capabilities of a segmentation rule - Explain what a Grade measures and how grading is managed - Define the capabilities of a completion action
Topic 6: Email Marketing	20%	- Identify the capabilities and use cases for email given a scenario - Distinguish between an Email and an Email Template - Distinguish between the metrics collected in Account Engagement email reporting

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Additionally, all operating systems also support this format. The third format is the desktop MC-201 Practice Exam software. It is ideal for users who prefer offline MC-201 exam practice. This format is supported by Windows computers and laptops. You can easily install this software in your system to use it anytime to prepare for the examination.

Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q57-Q62):

NEW QUESTION # 57

Identify three webinar connectors for Marketing Cloud Account Engagement

- A. ReadyTalk, GoTo Webinar, WebEx
- B. WebEx, JoinMe, GoTo Webinar
- C. Zoho, WebEx, ReadyTalk
- D. Adobe Connect, Lync, BlueJeans

Answer: A

Explanation:

Marketing Cloud Account Engagement has native webinar connectors for ReadyTalk, GoToWebinar, and WebEx. These connectors allow you to sync webinar data with Marketing Cloud Account Engagement and use it for segmentation, automation, and reporting. You can also create webinar campaigns in Marketing Cloud Account Engagement and track the registration and attendance of prospects

NEW QUESTION # 58

A marketer wants to assign prospect to a group of users if the prospects meet the following criteria:

- * Score greater than 100
- * Grade greater than a B
- * Has completed a form on any landing page
- * Has a "Product of Interest" field value of either A or B

What automation tool could be used to assign the prospects?

- A. Completion actions on each landing page
- B. Completion actions on each Form
- **C. An automation rule with rule groups**
- D. A segmentation rule with the groups

Answer: C

Explanation:

In Pardot, the best tool to use for assigning prospects to a group of users based on specific criteria is an automation rule with rule groups. Automation rules allow for the creation of complex criteria that prospects must meet to trigger certain actions. In this scenario, the rule would check for prospects with a score greater than 100, a grade greater than B, completion of any form on a landing page, and a "Product of Interest" field value of either A or B. Once a prospect meets these conditions, the automation rule can then assign them to the specified group of users. This method is efficient for processing large numbers of prospects automatically and continuously, which is not as feasible with completion actions on forms or landing pages, or with a one-time use segmentation rule.

NEW QUESTION # 59

Which action removes the [[crm_deleted]] flag from a prospect record?

- A. Re-submitting a form by a prospect
- B. Unchecking "CRM Deleted" on the prospect record
- **C. Undeleting the record in Salesforce**
- D. Removing the prospect from the Marketing Cloud Account Engagement recycle bin

Answer: C

Explanation:

The [[crm_deleted]] flag is a system field that indicates whether a prospect record has been deleted in Salesforce. The only action that removes this flag from a prospect record is undeleting the record in Salesforce. Re-submitting a form by a prospect, unchecking "CRM Deleted" on the prospect record, or removing the prospect from the Marketing Cloud Account Engagement recycle bin will not remove the flag, as the prospect will still be deleted in Salesforce. Reference: 2: [System Fields]

NEW QUESTION # 60

How can you set a prospect's first touch campaign?

- A. Using automation rules.
- B. Using segmentation rules.
- **C. Using completion actions**
- D. None of the above

Answer: C

Explanation:

A prospect's first touch campaign is the campaign that is associated with the prospect when they are created in Marketing Cloud Account Engagement. This campaign can be set using completion actions, which are actions that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. Completion actions can be configured to change the prospect's campaign to the one that is associated with the form or custom link.

NEW QUESTION # 61

What is Lead Qualification? (select two)

- A. An automated set of actions that ensures your sales team gets a steady stream of purchase-ready prospects.
- **B. The process of determining when a prospect is ready for follow up from your marketing team**
- **C. The process of determining when a prospect is ready for follow up from your sales team**

Answer: B,C

Lead qualification is the process of identifying and organizing potential customers best-suited for your products or services and who will most likely make a purchase. Lead qualification involves two main steps: determining when a prospect is ready for follow up from your sales team and determining when a prospect is ready for follow up from your marketing team. The first step is to assess the prospect's level of interest, need, budget, and authority to buy your product or service. This can be done using various lead qualification frameworks and criteria, such as BANT, CHAMP, or MEDDIC. The second step is to nurture the prospect with relevant and personalized content until they are ready to buy. This can be done using various lead nurturing strategies and tools, such as email marketing, content marketing, or marketing automation.

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