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Salesforce MC-201

Salesforce Certified Marketing Cloud Account Engagement
Specialist

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The Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) is one of the popular exams of Salesforce MC-201. It is designed for Salesforce aspirants who want to earn the Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) certification and validate their skills. The MC-201 test is not an easy exam to crack. It requires dedication and a lot of hard work. You need to prepare well to clear the Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) test on the first attempt. One of the best ways to prepare successfully for the MC-201 examination in a short time is using real MC-201 Exam Dumps.

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q29-Q34):

NEW QUESTION # 29

What do spam complaints refer to in an email report?

- A. The number of prospects who marked an email as spam
- B. The number of prospects who clicked the unsubscribe link
- C. The number of prospects who opted out via the email preference center
- D. The number of prospects who replied to the email to ask to be removed

Answer: A

Explanation:

According to the Salesforce documentation, spam complaints refer to the number of prospects who marked an email as spam in an email report. An email report is a report that shows the performance and results of an email send, such as opens, clicks, bounces, unsubscribes, and spam complaints. A spam complaint is recorded when a prospect clicks the spam or junk button in their email client, indicating that they do not want to receive emails from the sender. Spam complaints can negatively affect the sender's reputation and deliverability, so it is important to monitor and minimize them. Spam complaints do not refer to the number of prospects who clicked the unsubscribe link, replied to the email to ask to be removed, or opted out via the email preference center, as these are different ways of unsubscribing from emails, not marking them as spam. Reference: Salesforce documentation

NEW QUESTION # 30

What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

- A. The Opportunity must have the "Marketing Cloud Account Engagement" record type.
- B. The Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement.
- C. The Opportunity must be sourced by Marketing Cloud Account Engagement marketing activities.
- D. The Opportunity must be created by a Sales user who is also a user in Marketing Cloud Account Engagement.

Answer: B

Explanation:

For a Salesforce Opportunity to sync to Marketing Cloud Account Engagement, the Opportunity must have a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement. A Contact Role is a way of associating a Contact with an Opportunity, and specifying their role and level of influence in the sales process. Marketing Cloud Account Engagement uses the Contact Role to link the Opportunity to the corresponding prospect, and track their engagement and influence on the Opportunity. Reference: 4: Opportunity Contact Roles

NEW QUESTION # 31

LenoxSoft wants to use their product interest field on a demo request form. They would like to display the phrase "which product most interests you?"

" for their product interest field.

Which field component should they modify?

- A. The prospect field label
- B. The field type
- C. The field data format
- D. The prospect field

Answer: A

Explanation:

If LenoxSoft wants to display the phrase "which product most interests you?" for their product interest field on a demo request form,

they should modify the prospect field label component. The prospect field label is the text that appears above or next to the field on the form. It can be customized to match the desired wording or question. The prospect field label can be different from the prospect field name, which is the internal name used in Marketing Cloud Account Engagement³. Reference: Marketing Cloud Account Engagement Form Fields

NEW QUESTION # 32

A form is used to capture prospect data for a yearly conference. The form needs to add prospects to a list after the submit, but it should not retroactively apply actions to prospects that have already filled out the form. What automation tool would effectively achieve this goal?

- **A. Use a completion action to add prospects to a list**
- B. Use a dynamic list to add prospects to a list
- C. Use a segmentation rule to add prospects to a list
- D. Use an automation rule to add prospects to a list

Answer: A

Explanation:

The automation tool that would effectively achieve the goal of adding prospects to a list after they submit a form, but not retroactively applying actions to prospects that have already filled out the form, is a completion action. Completion actions are actions that are triggered when a prospect completes a specific activity, such as submitting a form, clicking a link, or opening an email. Completion actions are executed in real time and only affect the prospects who complete the activity after the action is set up. Segmentation rules, dynamic lists, and automation rules are not suitable for this goal, as they are either retroactive, recurring, or based on criteria other than a specific activity. Reference Completion Actions Overview

NEW QUESTION # 33

What step type would be used in engagement studio to add prospects to another engagement studio program's recipient list?

- A. Rule
- **B. Action**
- C. End
- D. Trigger

Answer: B

Explanation:

According to the Salesforce documentation, the step type that would be used in engagement studio to add prospects to another engagement studio program's recipient list is an action. An engagement studio program is a feature that allows users to build, test, and report on automated programs that send targeted emails and perform actions based on prospect behavior and criteria. An engagement studio program consists of steps that define the logic and flow of the program. There are three types of steps: triggers, actions, and rules. A trigger is a step that checks for a prospect's activity, such as opening an email, clicking a link, or submitting a form. An action is a step that performs an action on a prospect, such as sending an email, adjusting a score, or adding to a list. A rule is a step that checks for a prospect's attribute or value, such as score, grade, or field value. To add prospects to another engagement studio program's recipient list, the user can use an action step that adds prospects to a list. The user can then use that list as the recipient list for another engagement studio program. A rule, an end, or a trigger are not the step types that would be used in engagement studio to add prospects to another engagement studio program's recipient list, as they are related to other functions, such as checking for criteria, ending the program, or checking for activity. Reference: Salesforce documentation

NEW QUESTION # 34

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