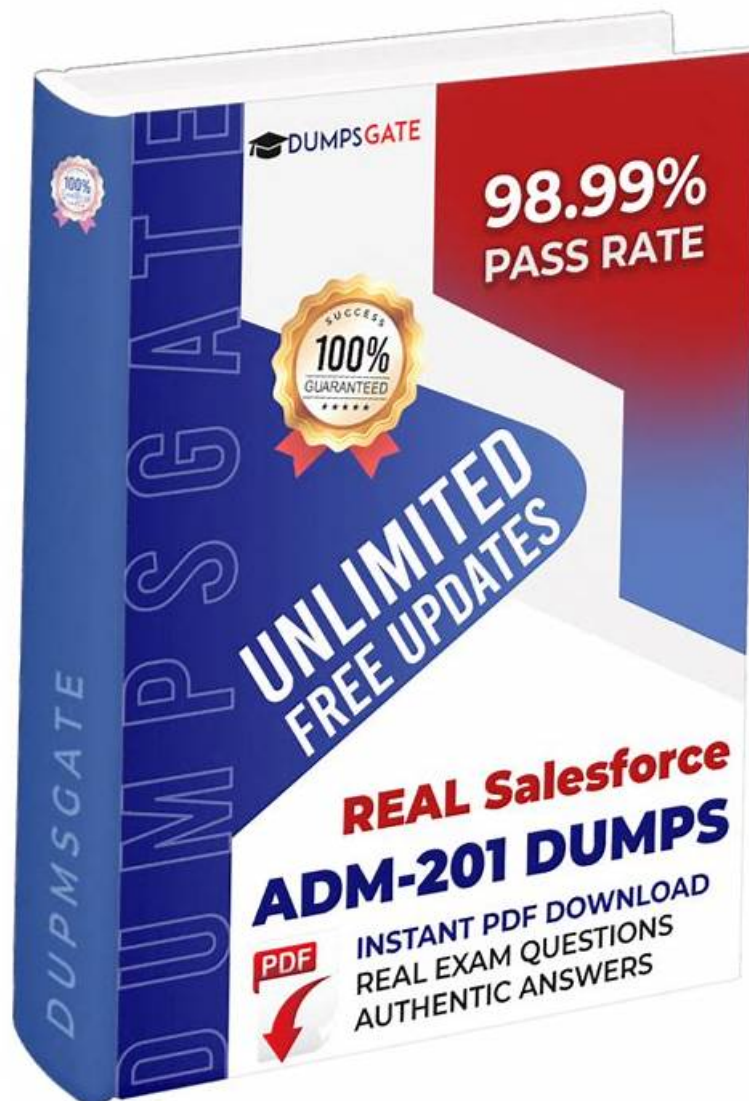# Latest MC-201 Dumps Book & MC-201 Learning Engine

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q148-Q153):

NEW QUESTION # 148
Which landing page report metric represents the number of individual prospects who submitted the landing page at least once?

- A. Conversions
- B. unique clicks
- C. Total submissions
- D. Unique submissions

Answer: D

NEW QUESTION # 149
Which two Facebook accounts can be posted to using the Marketing Cloud Account Engagement Facebook connector? (Choose two answers.)

- A. Company Pages
- B. Video Pages
- C. Personal Pages
- D. Linked Instagram Pages

Answer: A,C

Explanation:
The two Facebook accounts that can be posted to using the Marketing Cloud Account Engagement Facebook connector are Company Pages and Personal Pages. The Marketing Cloud Account Engagement Facebook connector allows you to connect your Marketing Cloud Account Engagement account with your Facebook account, and create and schedule social posts from Marketing Cloud Account Engagement. You can post to any Facebook page that you have admin access to, such as your company page or your personal page. You cannot post to other types of Facebook accounts, such as Video Pages or Linked Instagram Pages, using the Marketing Cloud Account Engagement Facebook connector.

NEW QUESTION # 150
What must be true for a Salesforce Opportunity to sync to Marketing Cloud Account Engagement?

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

Answer: D

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. This means that the Contact Role must be associated with a Contact record that has a Marketing Cloud Account Engagement prospect record. The Opportunity record type, source, or creator are not relevant for the sync1

NEW QUESTION # 151
If the information in Salesforce differs from the information in Marketing Cloud Account Engagement, by default what information will be kept?

- A. The information in Salesforce will override the information in Marketing Cloud Account Engagement
- B. All information will be kept, which may result in two records for one person

- C. The information in Marketing Cloud Account Engagement will override the information in Salesforce
- D. The differing information will be deleted from both Salesforce and Marketing Cloud Account Engagement, which may result in blank records

Answer: A

Explanation:
https://help.salesforce.com/articleView?id=Marketing Cloud Account Engagement_default_prospect_field_mapping.htm&type=5
Explanation:
By default, if the information in Salesforce differs from the information in Marketing Cloud Account Engagement, the information in Salesforce will override the information in Marketing Cloud Account Engagement. This means that Salesforce is the master source of truth for most fields, and any changes made in Salesforce will overwrite the values in Marketing Cloud Account Engagement. However, this behavior can be customized for each field in Marketing Cloud Account Engagement, by choosing one of the following options: Use Marketing Cloud Account Engagement's value, Use Salesforce's value, or Use the most recently updated record. You can also prevent a field from syncing at all by choosing Do not sync. For more details -> 45

NEW QUESTION # 152
A new automation rule is created.
What action is required for prospects to begin matching that automation rule?

- A. Schedule the rule to run before saving it
- B. Preview the rule before saving it
- C. Sava the rule without any additional action
- D. Resume the rule after saving

Answer: C

Explanation:
A new automation rule does not require any additional action for prospects to begin matching that automation rule, other than saving the rule. Automation rules are active by default once they are saved, and they run every hour to match prospects based on the rule criteria. Resuming, scheduling, or previewing the rule are not actions that are required for prospects to begin matching the rule, but they are optional features that can be used to manage or test the rule. Reference Automation Rules Overview

NEW QUESTION # 153
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