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Salesforce MC-201

Salesforce Certified Marketing Cloud Account Engagement Specialist

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q245-Q250):

NEW QUESTION # 245

You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record.

- A. False
- **B. True**

Answer: B

Explanation:

According to the Salesforce documentation, the answer is true. You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record. The Insight section is a feature that shows the key information and metrics of a prospect in Marketing Cloud Account Engagement. The Insight section can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different data for the prospect, such as score, grade, assigned user, or recent interaction. The score is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. The grade is a letter value that indicates the level of fit of a prospect, based on their attributes, such as industry, job title, location, or company size. The assigned user is the user who is responsible for the prospect, and who can view and edit the prospect's information. The recent interaction is the latest action or event that the prospect has performed or received, such as opening an email, clicking a link, or registering for a webinar. The Insight section can help users to quickly and easily view the most important information and metrics of a prospect, and to take actions based on the data. Reference: Salesforce documentation

NEW QUESTION # 246

An engagement studio program is created with an Email Send action step immediately followed by an Email Open trigger step with a 3 day wait. A prospect is sent the email and progresses to the Email Open trigger. On day 2, the prospect opens the email. How would the prospect progress through the trigger step?

- A. The prospect will progress down the 'No' path after waiting 1 day since the email open did not occur on day 3.
- **B. The prospect will immediately progress down the "Yes" path since the email was opened.**
- C. The prospect will progress down the 'Yes' path after waiting 1 more day since the email was opened.
- D. The prospect will immediately progress down the No' path since the email open did not occur on day 3.

Answer: B

Explanation:

When an engagement studio program is created with an Email Send action step immediately followed by an Email Open trigger step with a 3 day wait, it means that the program will wait for up to 3 days for the prospect to open the email. If the prospect opens the email within the 3 day period, they will immediately progress down the "Yes" path (A). The prospect will not wait for any additional time after opening the email (B), nor will they progress down the "No" path (C, D). Reference: Engagement Studio Overview

NEW QUESTION # 247

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

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

Answer: B

NEW QUESTION # 248

Administrators can reset passwords for users

- A. False
- **B. True**

Answer: B

Explanation:

According to the Salesforce documentation, the answer is true. Administrators can reset passwords for users. An administrator is a user who has the highest level of permissions and access in Marketing Cloud Account Engagement, and who can create and manage other users, roles, and settings. An administrator can reset passwords for users in the Admin tab in Marketing Cloud Account Engagement, and they can use different methods, such as:

Reset password for a single user: An administrator can reset the password for a single user by accessing the user record in the User List, and clicking on the Reset Password button. The administrator can then enter a new password for the user, or generate a random password. The administrator can also choose to send an email notification to the user with the new password.

Reset password for multiple users: An administrator can reset the password for multiple users by selecting the users from the User List, and clicking on the Reset Password option in the table actions. The administrator can then enter a new password for the users, or generate a random password. The administrator can also choose to send an email notification to the users with the new password.

NEW QUESTION # 249

A mailable prospect is on the recipient list for a list email send. When viewing the prospect's activities, the marketing manager realizes the email was not sent to the prospect.

Where should they start to see why the email was not sent to the prospect?

- A. Refer to the Marketing Cloud Account Engagement recycle bin to see if the prospect was deleted.
- B. Determine if the prospect has a valid "Assigned User" to send the email from.
- C. Check that the Marketing Cloud Account Engagement prospect has a value for the default field email address'.
- **D. Refer to the list email send report to see if a suppression list was used.**

Answer: D

Explanation:

To see why the email was not sent to the prospect, the marketing manager should refer to the list email send report to see if a suppression list was used. A suppression list is a list of prospects who should not receive a specific email, even if they are on the recipient list. If the prospect was on a suppression list, they would not receive the email. The other options are not likely to explain why the email was not sent, as the prospect was already on the recipient list and was mailable

NEW QUESTION # 250

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