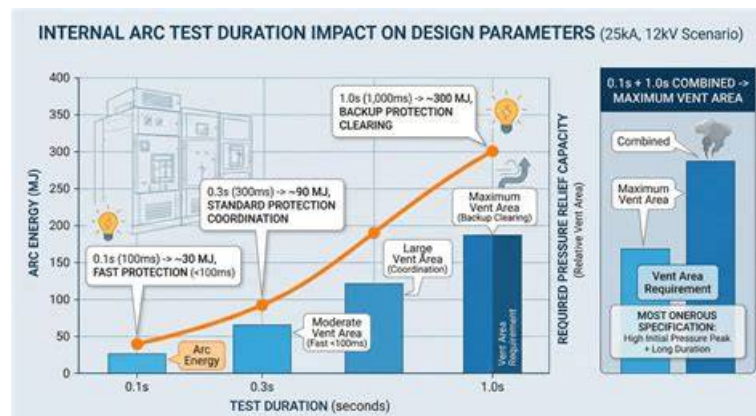


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Salesforce MC-201 Exam Syllabus Topics:

Section	Weight	Objectives
Email Marketing	20%	- Email reporting metrics - Difference between Emails and Email Templates - Email capabilities and use cases
Engagement Studio	17%	- Components of engagement programs - Updating engagement programs and assets
Forms, Form Handlers and Landing Pages	20%	- Capabilities, use cases and metrics of landing pages - Capabilities, use cases and metrics of forms
Reporting and Analytics	8%	- Conversion and engagement metrics - Dashboard interpretation - Campaign and lifecycle reporting
Lead Management	24%	- Segmentation rules - Automation rules: components and use cases - Page actions - Lists: types, capabilities and creation - Custom redirects: capabilities and use cases - Completion actions - Scoring and grading: definition and management
Administration	11%	- Recycle Bin capabilities - Relationship between Account Engagement and Salesforce - Field creation, editing and mapping

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q206-Q211):

NEW QUESTION # 206

What is the best practice when users leave the company and have assigned prospects?

- A. All of the above
- B. Delete the user from Marketing Cloud Account Engagement
- C. Review and modify any completion actions, automation rules, drip programs and dynamic lists that reference the user.
- D. Reassign all prospects in the CRM
- **E. A & B**

Answer: E

Explanation:

When users leave the company and have assigned prospects, the best practice is to reassign all prospects in the CRM and review and modify any completion actions, automation rules, drip programs and dynamic lists that reference the user. This will ensure that the prospects are not left unattended and that the marketing activities are updated accordingly. Deleting the user from Marketing Cloud Account Engagement is not recommended as it will remove the user's history and activity data.

NEW QUESTION # 207

What list email or email template report deliverability metric could indicate an unverified sending domain?

- A. Forward count
- B. Total queued
- C. Skipped percentage
- **D. Hard bounces**

Answer: D

Explanation:

The list email or email template report deliverability metric that could indicate an unverified sending domain is hard bounces. Hard bounces are permanent delivery failures, such as invalid email addresses or blocked domains. Hard bounces can negatively affect the sender reputation and the email deliverability. One of the possible causes of hard bounces is an unverified sending domain, which means that the email domain used to send emails from Marketing Cloud Account Engagement is not authenticated and verified by Marketing Cloud Account Engagement. An unverified sending domain can result in the email servers rejecting the emails as spam or phishing attempts. To avoid hard bounces and improve email deliverability, the marketer should verify the sending domain in Marketing Cloud Account Engagement by following the steps in the reference link. Forward count, skipped percentage, and total queued are not deliverability metrics that could indicate an unverified sending domain. Forward count measures how many recipients forwarded the email to another person. Skipped percentage measures how many recipients opened the email for less than two seconds. Total queued measures how many emails were waiting to be sent from Marketing Cloud Account Engagement. These metrics are not related to the email domain verification or the email delivery failures. Reference Verify Your Sending Domain

NEW QUESTION # 208

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 a Contact Role that is syncing to a prospect in Marketing Cloud Account Engagement.**
- D. The Opportunity must have the "Marketing Cloud Account Engagement" record type.

Answer: C

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 # 209

Jim, a sales manager, just converted a lead to a contact in Salesforce, but none of the lead's Marketing Cloud Account Engagement information (score/grade) transferred over. How do you address this issue?

- A. Once converted, this information shows on the account record and not the contact.
- B. Marketing Cloud Account Engagement only shows this information on the lead record.
- **C. The administrator needs to make sure he has mapped his lead fields to contact fields in Salesforce.**
- D. The administrator needs to create lookup fields on the contact to see this from the lead.

Answer: C

Explanation:

According to the Salesforce documentation, the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce can be addressed by making sure that the administrator has mapped the lead fields to the contact fields in Salesforce. A field mapping is a feature that allows users to sync the data between Marketing Cloud Account Engagement and Salesforce fields, such as name, email, score, or grade. A field mapping can be configured by the administrator in the connector settings, and it can be customized for different objects, such as leads, contacts, or accounts. When a lead is converted to a contact in Salesforce, the Marketing Cloud Account Engagement information (score/grade) should transfer over to the contact record, as long as the lead fields and the contact fields are mapped correctly in the connector settings. If the fields are not mapped correctly, the Marketing Cloud Account Engagement information (score/grade) will not transfer over, and the contact record will not reflect the Marketing Cloud Account Engagement data. Therefore, the administrator needs to make sure that the lead fields and the contact fields are mapped correctly in the connector settings, and that the sync between Marketing Cloud Account Engagement and Salesforce is working properly. Marketing Cloud Account Engagement only showing this information on the lead record, this information showing on the account record and not the contact, or the administrator needing to create lookup fields on the contact to see this from the lead are not the correct ways to address the issue of none of the lead's Marketing Cloud Account Engagement information (score/grade) transferring over when Jim, a sales manager, converted a lead to a contact in Salesforce, as they are either inaccurate, irrelevant, or unnecessary options for the field mapping or the data sync. Reference: Salesforce documentation

NEW QUESTION # 210

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.

If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

- A. Day 0
- B. Day 4
- C. Day 5
- **D. Day 3**

Answer: D

Explanation:

According to the Engagement Studio FAQ, when a program is paused, the prospects in the program are also paused and their wait times are not affected. Therefore, when the program is restarted, the prospects resume from where they left off. In this case, the prospect was on day 3 of a 5-day wait time when the program was paused, so they will be on day 3 when the program is restarted.

NEW QUESTION # 211

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