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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 (Q236-Q241):

NEW QUESTION # 236

Which two capabilities are true for completion actions? Choose 2 answers

- A. Completion actions cannot be applied directly on a landing page.
- B. Completion actions apply to both visitors and prospects
- C. Completion actions do not execute on image file downloads
- D. Completion actions are applied retroactively.

Answer: A,C

Explanation:

According to the Salesforce documentation, the two capabilities that are true for completion actions are: C) Completion actions cannot be applied directly on a landing page, and D) Completion actions do not execute on image file downloads. A completion action is an automation tool that can be used to perform an action after a prospect successfully completes a marketing element, such as clicking a link in an email, submitting a form, or visiting a web page. A completion action can be used to perform actions such as adding a prospect to a list, assigning a prospect to a user, sending an autoresponder email, or adjusting a prospect's score. Completion actions cannot be applied directly on a landing page, as landing pages do not have completion actions. However, completion actions can be applied on the forms or custom redirects that are embedded on the landing page. Completion actions do not execute on image file downloads, as image file downloads are not considered as completion events. However, completion actions can be executed on other types of file downloads, such as PDFs or Word documents. Completion actions are not applied retroactively, as they are only applied to prospects who complete the marketing element after the completion action is created. Completion actions do not apply to both visitors and prospects, as they only apply to prospects who have been identified by their email address or their Marketing Cloud Account Engagement tracking cookie. Reference: Salesforce documentation

NEW QUESTION # 237

A Marketing Cloud Account Engagement administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field.

Which form field option should be enabled?

- A. Always display even if previously completed
- B. Maintain the initial value upon subsequent form submissions
- C. Include "Not you?" link to allow visitors to reset the form
- D. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect

Answer: B

Explanation:

In Pardot (Salesforce Marketing Cloud Account Engagement), when setting up form fields, there is an option specifically designed to maintain the initial value of a field that a prospect enters, even if they submit different values in the same field on subsequent forms. This is critical for maintaining consistent data when the first submitted value is of primary importance, such as capturing the original source of a lead. This setting ensures that the field value doesn't update with each new submission, thus preserving the original data.

NEW QUESTION # 238

What form handler setting allows prospects to receive multiple autoresponders from form hour period?

- A. Execute form handler in real time after every submission
- B. Disable Visitor Activity Throttling and send autoresponder emails after every submission
- C. Attribute all prospect activities to prospect record after every submission
- D. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect

Answer: B

Explanation:

A form handler setting that allows prospects to receive multiple autoresponders from form submissions within a 24-hour period is Disable Visitor Activity Throttling and send autoresponder emails after every submission. This setting overrides the default behavior of Marketing Cloud Account Engagement, which is to throttle visitor activity and send only one autoresponder email per prospect per form per day². This setting can be useful for forms that are used for multiple purposes, such as event registration, content download, or contact request

NEW QUESTION # 239

A Marketing Cloud Account Engagement administrator wants to use progressive profiling to collect information on a prospect over time.

What is the recommended Marketing Cloud Account Engagement asset to use?

- A. Marketing Cloud Account Engagement landing page without a form
- B. Marketing Cloud Account Engagement form handler
- C. Third party form
- **D. Marketing Cloud Account Engagement form**

Answer: D

Explanation:

According to the [Salesforce documentation], the recommended Marketing Cloud Account Engagement asset to use for progressive profiling is a Marketing Cloud Account Engagement form. A Marketing Cloud Account Engagement form is a web form that can be used to collect information from prospects and store it in Marketing Cloud Account Engagement. A Marketing Cloud Account Engagement form can be configured to use progressive profiling, which is a feature that allows the form to display different fields based on the information that is already known about the prospect. This way, the form can collect more information over time, without asking the same questions repeatedly or overwhelming the prospect with too many fields at once. A Marketing Cloud Account Engagement landing page without a form, a Marketing Cloud Account Engagement form handler, or a third party form are not recommended for progressive profiling, as they do not have the same functionality and flexibility as a Marketing Cloud Account Engagement form. Reference: [Salesforce documentation]

NEW QUESTION # 240

A Marketing Manager wants to send out an email to a list of prospects that are assigned to several different sales reps. Some of these prospects are syncing with Leads in Salesforce, and some are syncing with Contacts. Each prospect should receive the email from their prospect's assigned rep.

How should the Marketing Manager accomplish this?

- A. Select Specified User for the Sender of the email
- **B. Select Assigned User for the Sender of the email**
- C. Select General User for the Sender of the email
- D. Select Account Owner for the Sender of the email

Answer: B

Explanation:

According to the [Salesforce documentation], the best way to accomplish the scenario of sending out an email to a list of prospects that are assigned to several different sales reps, and having each prospect receive the email from their assigned rep, is to select Assigned User for the Sender of the email. This option will use the email address and name of the user who is assigned to the prospect in Salesforce or Marketing Cloud Account Engagement as the sender of the email. This way, the email will appear more personalized and relevant to the prospect, and will increase the chances of engagement and response. Selecting General User, Account Owner, or Specified User will not achieve the same result, as they will use a generic, fixed, or predefined sender for the email, regardless of the prospect's assigned user. Reference: [Salesforce documentation]

NEW QUESTION # 241

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