

# 2026 Salesforce Realistic MC-201 Relevant Answers Pass Guaranteed Quiz



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>> MC-201 Relevant Answers <<

## Pass Guaranteed Quiz Perfect Salesforce - MC-201 Relevant Answers

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## Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q190-Q195):

### NEW QUESTION # 190

A marketer wants to create different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle. When an Opportunity stage changes in Salesforce, the prospect list membership automatically updates to reflect that in Marketing Cloud Account Engagement. example, if an opportunity moves from Negotiations to Closed Won, the prospects associated with that opportunity. Should be removed from the Negotiations list, and added to the Closed won list. How could the marketer accomplish this?

- A. Automation Rule
- **B. Dynamic List**
- C. Page Action
- D. Completion Action

**Answer: B**

Explanation:

According to the Salesforce documentation, the marketer can accomplish the goal of creating different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle and automatically updating the prospect list membership based on the opportunity stage change in Salesforce by using a dynamic list. A dynamic list is a list of prospects that is updated automatically based on certain criteria, such as prospect field values, activities, or scores. A dynamic list can be used to segment prospects based on their opportunity stage in Salesforce, and to add or remove prospects from the list when the opportunity stage changes. For example, a dynamic list can be created for prospects whose opportunity stage is Negotiations, and another dynamic list can be created for prospects whose opportunity stage is Closed Won. When an opportunity moves from Negotiations to Closed Won in Salesforce, the prospect associated with that opportunity will be removed from the Negotiations list and added to the Closed Won list in Marketing Cloud Account Engagement. A completion action, a page action, or an automation rule are not the best tools to accomplish the goal of creating different Marketing Cloud Account Engagement lists to correspond with the different stages of the buying cycle and automatically updating the prospect list membership based on the opportunity stage change in Salesforce, as they are related to other aspects of automation, such as performing actions after a prospect completes a marketing element, visits a web page, or meets certain criteria, but not segmenting prospects based on their opportunity stage in Salesforce. Reference: Salesforce documentation

### NEW QUESTION # 191

A Marketing Cloud Account Engagement administrator would like to enable bot protection on their forms. Which two Marketing Cloud Account Engagement form actions would accomplish this? Choose 2 answers

- A. Enable HTTPS
- **B. Honeybot Technique**
- **C. reCaptcha**
- D. Dependent Fields

**Answer: B,C**

Explanation:

According to the Salesforce documentation, the two Marketing Cloud Account Engagement form actions that would accomplish enabling bot protection on their forms are honeybot technique and reCaptcha. Bot protection is a feature that helps prevent automated bots from submitting forms and creating fake prospects. Honeybot technique is a method that uses a hidden field in the form that is not visible to human users, but can be detected by bots. If the hidden field is filled out, the form submission is rejected as a bot submission. reCaptcha is a service that uses a challenge-response test to verify that the form submitter is a human and not a bot. The user can enable either or both of these options in the form settings to add bot protection to their forms. Enabling HTTPS, or Hypertext Transfer Protocol Secure, is a method that encrypts the communication between the user's browser and the web server, but it does not prevent bots from submitting forms. Dependent fields are fields that are displayed or hidden based on the value of another field, but they do not prevent bots from submitting forms either. Reference: Salesforce documentation

### NEW QUESTION # 192

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 # 193

What information can you find about your competitors in Marketing Cloud Account Engagement?

- A. Number of inbound links
- B. News article mentions
- C. BBB score
- D. Number of indexed pages
- E. Alexa rank

**Answer: A,D,E**

Explanation:

You can find the following information about your competitors in Marketing Cloud Account Engagement: Alexa rank, number of inbound links, and number of indexed pages. These are the metrics that Marketing Cloud Account Engagement's competitor website monitoring feature provides, which help you assess how well your competitors' websites are performing in terms of SEO. Alexa rank is a measure of how popular a website is compared to millions of other websites. Number of inbound links is the total number of links from other websites that point to a website. Number of indexed pages is the total number of pages that a website has that are recognized by search engines<sup>78</sup> Reference: 7: Competitor Tracking in Marketing Cloud Account Engagement: 3 Best Practices<sup>8</sup>: Salesforce Marketing Cloud Account Engagement: How To Maximise ROI in B2B Marketing Automation

### NEW QUESTION # 194

Identify the paid search ad platforms for which Marketing Cloud Account Engagement has a native integration.

- A. Google AdWords
- B. Bing
- C. Yahoo
- D. All of the Above

**Answer: A**

Explanation:

Marketing Cloud Account Engagement has a native integration with Google AdWords that allows you to track and measure the effectiveness of your paid search campaigns. You can link your AdWords account to Marketing Cloud Account Engagement and import cost data, conversions, and revenue information. You can also use Marketing Cloud Account Engagement to create landing pages and forms for your AdWords campaigns and track the prospects who click on your ads. Marketing Cloud Account Engagement does not have a native integration with Bing, Yahoo, or any other paid search ad platforms

### NEW QUESTION # 195

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