

2026 MC-201: Realistic Salesforce Certified Marketing Cloud Account Engagement Specialist Real Dumps Free 100% Pass Quiz



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These Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) practice test covers all the topics of the MC-201 test and includes real MC-201 questions. If you are attempting the MC-201 examination for the first time, you will get an exact idea about the MC-201 exam and how you can clear it with flying colors. These Salesforce MC-201 Questions are available in desktop MC-201 practice exam software, web-based MC-201 practice test, and Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) dumps pdf format.

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Study Guide MC-201 Pdf - MC-201 Valid Exam Test

This kind of polished approach is beneficial for a commendable grade in the Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) exam. While attempting the exam, take heed of the clock ticking, so that you manage the Salesforce MC-201 questions in a time-efficient way. Even if you are completely sure of the correct answer to a question, first eliminate the incorrect ones, so that you may prevent blunders due to human error.

Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q81-Q86):

NEW QUESTION # 81

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

- **A. Personal Pages**
- B. Video Pages
- **C. Company 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 # 82

Which three actions can be taken in an engagement studio program?

Choose 3 answers

- A. Remove prospect from dynamic list
- **B. Add prospect to list**
- **C. Send email to prospect**
- **D. Notify a user**
- E. Reassign prospect

Answer: B,C,D

Explanation:

An engagement studio program is a tool that allows the Marketing Manager to create and automate a series of steps that guide prospects through a marketing journey. An engagement studio program consists of three types of elements: actions, triggers, and rules. An action is something that the program does to or for the prospect, such as sending an email, adding them to a list, or notifying a user. A trigger is something that the program checks for or waits for the prospect to do, such as opening an email, clicking a link, or submitting a form. A rule is something that the program evaluates about the prospect, such as their score, grade, or field value. Among the possible actions that can be taken in an engagement studio program, three of them are:

Add prospect to list. This action adds the prospect to a specified list in Account Engagement. This action is useful for segmenting prospects based on their engagement or moving them to a different list for further marketing.
Send email to prospect. This action sends an email to the prospect using an Account Engagement email template. This action is useful for delivering relevant and personalized content to the prospect based on their stage in the journey.
Notify a user. This action sends an email notification to a specified user or user group in Account Engagement or Salesforce. This action is useful for alerting the sales team or other stakeholders about the prospect's engagement or readiness.

NEW QUESTION # 83

What must be created in order to send an autoresponder?

- A. One-to-one email
- B. Test email
- C. List email
- **D. Email template**

Answer: D

Explanation:

In order to send an autoresponder email, you need to create an email template in Marketing Cloud Account Engagement and select the option "Autoreponder emails" under "Available For". An email template is a preformatted email that you can use to create and send emails quickly and easily. An autoresponder email is an email that is triggered automatically whenever a prospect engages with your marketing assets, such as filling out a form or downloading a file.

NEW QUESTION # 84

How can a marketer avoid emailing prospects more than once in a ten day span?

- A. Use an automation rule to create a frequency suppression list.
- **B. Use a dynamic list to create a frequency suppression list.**
- C. Use the global account setting to suppress frequently emailed prospects.
- D. Use a segmentation rule to create a frequency suppression list.

Answer: B

Explanation:

The way that a marketer can avoid emailing prospects more than once in a ten day span is to use a dynamic list to create a frequency suppression list. A dynamic list is a type of list that automatically updates based on specific criteria, such as field values, activities, or scores. A frequency suppression list is a type of list that excludes prospects who have been emailed within a certain time frame, such as ten days. By using a dynamic list with a frequency suppression criteria, a marketer can ensure that they do not email prospects who have already received an email recently. Using an automation rule, a global account setting, or a segmentation rule are not ways that a marketer can avoid emailing prospects more than once in a ten day span, as they either do not create lists, do not update automatically, or do not run continuously². Reference: 2: Dynamic Lists

NEW QUESTION # 85

Form or Form Handler? I need to maintain my current lead flow.

- **A. Form Handler**
- B. Form

Answer: A

Explanation:

Form handlers are also the best option if you need to maintain your current lead flow, such as using your own CRM or lead management system. Form handlers allow you to keep your existing forms and processes, while still capturing the prospect data in Marketing Cloud Account Engagement¹. You can also use form handlers to avoid changing the look and feel of your forms, or to comply with any regulations or policies that require you to use your own forms

NEW QUESTION # 86

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Regular practice can give you the skills and confidence needed to perform well on your MC-201 exam. By practicing your Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) exam regularly, you can increase your chances of success and make sure that all of your hard work pays off when it comes time to take the test. We understand that every Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) exam taker has different preferences. To make sure that our Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) preparation material is accessible to everyone, we made it available in three different formats. You can choose the most suitable and convenient one for you.

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