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## Key MC-201 Concepts, MC-201 Preparation

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## Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q115-Q120):

### NEW QUESTION # 115

What are two benefits of the engagement studio testing experience?

Choose 2 answers

- A. Understanding the timeline of the program
- **B. Visualizing a prospect's possible paths**
- C. Evaluating email template options for the program
- **D. Measuring a specific step's performance**

**Answer: B,D**

Explanation:

According to the Salesforce documentation, the two benefits of the engagement studio testing experience are: B) Visualizing a prospect's possible paths, and D) Measuring a specific step's performance. The engagement studio testing experience is a feature that allows users to test and troubleshoot their engagement studio programs before launching them. The testing experience can help users to: Visualize a prospect's possible paths: The testing experience can show the user how a prospect can move through the

program based on different scenarios and outcomes. The user can see the positive, negative, and neutral paths that a prospect can take after each step, and the actions and emails that the prospect will receive. The user can also see the number of prospects that are expected to take each path based on the current recipient list. Measuring a specific step's performance: The testing experience can show the user the performance metrics of each step, such as the number and percentage of prospects who have completed, skipped, or are waiting for the step. The user can also see the email metrics of each email step, such as the number and percentage of prospects who have opened, clicked, or unsubscribed from the email. The user can use these metrics to evaluate and optimize the effectiveness of each step. Evaluating email template options for the program or understanding the timeline of the program are not benefits of the engagement studio testing experience, as they are related to other aspects of the program creation, such as choosing the email content or setting the wait times. Reference: Salesforce documentation

### NEW QUESTION # 116

The first step in an engagement program is a Send Email action. All 100 emails were sent last Monday when the program started. Today, a user looked at the Engagement Program Report and filtered the program to show a date range of Tuesday through Friday of last week.

What number would display on the Report Card for the email send statistic?

- A. 0
- B. C
- C. 1
- D. 2

**Answer: C**

Explanation:

The number that would display on the Report Card for the email send statistic is 100. This is because the Report Card shows the total number of prospects that have reached a specific step in the program, regardless of the date range that you filter by. The date range filter only affects the data that is shown in the Engagement History table, which shows the number of prospects that have taken a specific action on a specific date. Therefore, even if the user filters the program to show a date range of Tuesday through Friday of last week, the Report Card will still show that 100 emails were sent on Monday, as that is the total number of prospects that reached the first step of the program

### NEW QUESTION # 117

Which two requirements must be met in order to have both a Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field?

Choose 2 answers

- A. The Lead and Contact fields must have the same Salesforce field label.
- B. The Marketing Cloud Account Engagement field must be a drop-down field.
- C. The Marketing Cloud Account Engagement field must be mapped to the Salesforce field.
- D. The Lead and Contact fields must have the same API name.

**Answer: C,D**

Explanation:

In order to have both a Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field, two requirements must be met. They are:

The Lead and Contact fields must have the same API name. The API name is the unique identifier of a field in Salesforce, and it must match exactly between the Lead and Contact objects. For example, if the Lead field has an API name of Lead\_Source\_\_c, the Contact field must also have the same API name. The Marketing Cloud Account Engagement field must be mapped to the Salesforce field. The mapping is the connection between the fields in Account Engagement and Salesforce, and it allows the data to sync between the two systems. The mapping can be done manually or automatically, depending on the field type and the connector version

### NEW QUESTION # 118

In an engagement studio program, business hours are enabled for Monday-Friday from 10am-4pm. A prospect enters a Send Email step at 4:30pm on Friday.

When would the program send the email to the prospect?

- A. The email will send on Monday at 10am
- B. The email will send on Saturday at 10am
- C. The email will not send.
- D. The email will send immediately.

**Answer: A**

Explanation:

If business hours are enabled for an engagement studio program, any email steps will be executed only during the specified hours. If a prospect enters an email step outside of the business hours, the email will be queued until the next business hour. Therefore, if a prospect enters a Send Email step at 4:30pm on Friday, and the business hours are Monday-Friday from 10am-4pm, the email will be sent on Monday at 10am

#### **NEW QUESTION # 119**

On which two types of domains does Marketing Cloud Account Engagement set cookies? (Choose two answers.)

- A. Tracker domains
- B. Marketing Cloud Account Engagement domains
- C. Social media domains
- D. Mobile domains

**Answer: A,B**

Explanation:

The two types of domains that Marketing Cloud Account Engagement sets cookies on are Marketing Cloud Account Engagement domains and Tracker domains. Cookies are small pieces of data that are stored on your browser when you visit a website, and they can be used to track your online behavior and preferences. Marketing Cloud Account Engagement sets cookies on two types of domains:

Marketing Cloud Account Engagement domains are domains that are hosted by Marketing Cloud Account Engagement, such as go.Marketing Cloud Account Engagement.com or pi.Marketing Cloud Account Engagement.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who interact with your marketing assets, such as forms, landing pages, or custom redirects.

Tracker domains are domains that are owned by you, but are verified and authenticated by Marketing Cloud Account Engagement, such as yourcompany.com or yourblog.com. Marketing Cloud Account Engagement sets cookies on these domains to track the activities of prospects who visit your website, such as page views, time spent, or bounce rate.

#### **NEW QUESTION # 120**

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