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Salesforce MCC-201 Practice Questions

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1. A customer wants to limit the number of emails a subscriber receives to a maximum of one email

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Latest Salesforce Certified Marketing Cloud Account Engagement Specialist free dumps & MC-201 passleader braindumps

This is similar to the MC-201 desktop format but this is browser-based. It requires an active internet connection to run and is compatible with all browsers such as Google Chrome, Mozilla Firefox, Opera, MS Edge, Safari, Internet Explorer, and others. The Salesforce MC-201 Mock Exam helps you self-evaluate your Salesforce Certified Marketing Cloud Account Engagement Specialist

exam preparation and mistakes. This way you improve consistently and attempt the MC-201 certification exam in an optimal way for excellent results in the exam.

Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q133-Q138):

NEW QUESTION # 133

What are the daily system generated emails?

- A. Daily prospect activity emails (for my prospects)
- B. Daily visitor activity emails
- C. Weekly search marketing email (sent on Mondays)
- D. Daily prospect assignment emails
- E. Daily prospect activity emails (for all prospects)
- F. Prospect assignment notification
- G. Starred prospect activity alerts

Answer: A,B,D,E

Explanation:

The daily system generated emails are: daily prospect activity emails (for all prospects), daily prospect activity emails (for my prospects), daily visitor activity emails, and daily prospect assignment emails. These are the emails that Marketing Cloud Account Engagement sends to users based on their preferences, which provide a summary of the activities and actions of prospects and visitors on a daily basis. Daily prospect activity emails (for all prospects) show the activities of all prospects in your Marketing Cloud Account Engagement account. Daily prospect activity emails (for my prospects) show the activities of the prospects that are assigned to you. Daily visitor activity emails show the activities of the anonymous visitors on your website. Daily prospect assignment emails show the prospects that have been assigned to you or to other users⁹
Reference: 9: Auto generated email - How to guide¹⁰: Customizing the System Generated Emails

NEW QUESTION # 134

What is required for a record in salesforce to be synced or created as a prospect record in Marketing Cloud Account Engagement?

- A. Phone
- B. Name
- C. Company
- D. Email address

Answer: D

Explanation:

The only required field for a record in Salesforce to be synced or created as a prospect record in Marketing Cloud Account Engagement is the email address. Marketing Cloud Account Engagement uses the email address as the unique identifier for prospects, so it is mandatory for any record to sync between the two platforms. Other fields, such as name, company, or phone, are optional and can be mapped between Marketing Cloud Account Engagement and Salesforce, but they are not required for the sync to happen. For more details -> 123

NEW QUESTION # 135

What triggers a prospect record to sync from Marketing Cloud Account Engagement to the CRM? Choose 2 answers

- A. Landing page submission
- B. Form submission
- C. Mapping new custom fields
- D. Opening an email

Answer: A,B

Explanation:

The two activities that trigger a prospect record to sync from Marketing Cloud Account Engagement to the CRM are landing page submission and form submission. A prospect record is a record that contains the information and activities of a potential customer in

Marketing Cloud Account Engagement. A sync is a process that updates the data between Marketing Cloud Account Engagement and your CRM system, such as Salesforce or Microsoft Dynamics. A sync can be initiated from Marketing Cloud Account Engagement to the CRM, or from the CRM to Marketing Cloud Account Engagement, depending on the activity or the data change. A landing page submission is an activity that occurs when a prospect fills out a form on a landing page, which is a web page that you create and host in Marketing Cloud Account Engagement to showcase your products or services, offer content, or register for events. A form submission is an activity that occurs when a prospect fills out a form, which is a web element that allows you to collect information from your prospects, such as their name, email, or company. Both landing page submission and form submission trigger a prospect record to sync from Marketing Cloud Account Engagement to the CRM, because they create or update the prospect data in Marketing Cloud Account Engagement, and Marketing Cloud Account Engagement pushes the data to the CRM

NEW QUESTION # 136

Which list email report metric represents the total number of emails minus hard and soft bounces?

- A. Total Sent
- B. Total Opt Outs
- C. Total Delivered
- D. Total Queued

Answer: C

Explanation:

The list email report metric that represents the total number of emails minus hard and soft bounces is total delivered. Total delivered measures how many emails were successfully delivered to the recipients' inboxes, without being rejected by the email servers. Hard bounces are permanent delivery failures, such as invalid email addresses or blocked domains. Soft bounces are temporary delivery failures, such as full inboxes or server issues. Total opt outs, total sent, and total queued are not the same as total delivered. Total opt outs measures how many recipients unsubscribed from your emails. Total sent measures how many emails were sent from Marketing Cloud Account Engagement. Total queued measures how many emails were waiting to be sent from Marketing Cloud Account Engagement. Reference [Email Metrics Glossary]

NEW QUESTION # 137

What is the difference between a visitor and a prospect?

- A. A prospect has an opportunity associated with it, while a visitor does not have an opportunity associated with it.
- B. A prospect has an assigned user, while a visitor does not have an assigned user.
- C. A prospect has an identified email address, while a visitor does not have an identified email address.
- D. A prospect has submitted a Marketing Cloud Account Engagement form, while a visitor has not submitted a Marketing Cloud Account Engagement form.

Answer: C

Explanation:

The difference between a visitor and a prospect is that a visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A visitor becomes a prospect when they fill out a Marketing Cloud Account Engagement form, click on a tracked link in an email, or are manually imported into Marketing Cloud Account Engagement. A prospect does not necessarily have an opportunity, a Marketing Cloud Account Engagement form submission, or an assigned user, but a visitor does not have any of these either. Reference Visitors and Prospects

NEW QUESTION # 138

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The Salesforce MC-201 certification is important for those who desire to advance their careers in the tech industry. They are also aware that receiving this certificate requires passing the Salesforce MC-201 exam. Due to poor study material choices, many of these test takers are still unable to receive the Salesforce MC-201 credential.

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