MC-201模擬トレーリング、MC-201試験復習

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>> MC-201模擬トレーリング <<

MC-201試験の準備方法｜更新するMC-201模擬トレーリング試験｜真実的なSalesforce Certified Marketing Cloud Account Engagement Specialist試験復習

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Salesforce Certified Marketing Cloud Account Engagement Specialist 認定 MC-201 試験問題 (Q29-Q34):

質問 # 29
How often does Marketing Cloud Account Engagement sync with Salesforce?

- A. 5 minutes
- B. 10 minutes
- C. Real time
- D. 30 minutes

正解：B

解説：
Marketing Cloud Account Engagement syncs with Salesforce every 10 minutes. Marketing Cloud Account Engagement and Salesforce work together to keep data aligned between the two platforms. Some of the data that syncs bi-directionally are leads,

contacts, and campaigns. Some of the data that syncs one-directionally from Salesforce to Marketing Cloud Account Engagement are accounts, opportunities, and tasks. Marketing Cloud Account Engagement syncs with Salesforce every 10 minutes by default, but you can also trigger a sync manually or by certain actions. For example, you can sync a prospect from their record in Marketing Cloud Account Engagement or Salesforce, or you can sync a group of prospects by using automation rules, segmentation rules, or imports. You can also sync a prospect by changing their Marketing Cloud Account Engagement campaign, assigned user, or email opt-out status. You can view the sync status and history on the prospect record in Marketing Cloud Account Engagement or Salesforce. For more details -> 18192021

質問 # 30
When do prospects sync to your CRM?

- A. When the prospect visits a landing page
- B. When the prospect has a lead score greater than 50
- C. When a prospect has been assigned to a user or queue.
- D. When the prospect fills out a form on a landing page
- E. When a prospect is created manually in the Marketing Cloud Account Engagement database.

正解：C

解說：
Prospects sync to your CRM when they have been assigned to a user or queue. A CRM is a customer relationship management platform that allows you to manage your sales and customer service operations. You can integrate Marketing Cloud Account Engagement with your CRM using the Salesforce connector, which allows you to sync data, activities, and campaigns between Marketing Cloud Account Engagement and Salesforce. However, not all prospects in Marketing Cloud Account Engagement are synced to Salesforce. Only prospects that have been assigned to a user or queue in Marketing Cloud Account Engagement are synced to Salesforce as leads or contacts. You can assign prospects manually, through automation rules, or through lead assignment rules.
Answer A, C, D, and E are incorrect because prospects do not sync to your CRM when they fill out a form on a landing page, when they have a lead score greater than 50, when they visit a landing page, or when they are created manually in the Marketing Cloud Account Engagement database, unless they are also assigned to a user or queue, as explained above. Reference: [Salesforce Connector], [Sync Prospects with Salesforce]

質問 # 31
How can a visitor convert to a prospect?

- A. Visiting a tracked website
- B. Submitting a form on a landing page
- C. Viewing an embedded form
- D. Receiving a marketing email

正解：B

解說：
The way a visitor can convert to a prospect is by submitting a form on a landing page. 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, which captures their email address and other information. A landing page is a web page that contains a form and a call to action, such as downloading a file or registering for an event. When a visitor submits a form on a landing page, they become a prospect and can be tracked and nurtured by Marketing Cloud Account Engagement.
Viewing an embedded form, visiting a tracked website, or receiving a marketing email are not ways to convert a visitor to a prospect, as they do not capture the visitor's email address or identify them as a prospect. Reference [Visitors and Prospects] [Landing Pages and Forms]

質問 # 32
LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.
Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process?
Choose one answer

- A. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
- B. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- C. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
- D. Enable Visitors Filters for a specific IP range; Enable Page Actions to notify managers.

正解：A

解説：
The sequence of steps that the Marketing Cloud Account Engagement Administrator should take to automate this process is to enable Visitor Filters for a specific IP range and enable Send daily visitor activity emails. Visitor Filters allow you to filter out the internal traffic from your website analytics, such as your own employees or vendors. By filtering out a specific IP range, you can ensure that only external visitors are tracked by Marketing Cloud Account Engagement. Send daily visitor activity emails allow you to receive a daily email with a list of all the visitors who have visited your website in the past 24 hours, along with their company name, location, and pages viewed. By enabling this feature, you can share the list of external visitors with the regional sales managers automatically

質問 # 33
A marketing user wants to test two similar versions of an email to see which one performs better.
How should they run this test?

- A. Send the two versions to two different lists, and then compare the results to determine a winner based on clicks or opens.
- B. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on event signups.
- C. Set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens.
- D. Send one version to the list now, another to the same list later, and then compare the results to determine a winner based on clicks or opens.

正解：C

解説：
The best way to run an A/B test in Marketing Cloud Account Engagement is to set up an A/B test that automatically sends the two versions to a single list and then determines a winner based on clicks or opens. This way, you can compare the performance of the two versions on the same audience and avoid any bias or timing issues that might affect the results. Option A is not a good way to run an A/B test because sending the same list two different emails at different times might skew the results due to factors such as email fatigue, inbox clutter, or changing preferences. Option B is not a good way to run an A/B test because event signups might not be the best metric to measure the effectiveness of an email, especially if the event is not directly related to the email content or offer. Option C is not a good way to run an A/B test because sending the two versions to two different lists might introduce variability in the results due to differences in the list composition, quality, or behavior. Reference: How to Run an A/B Test in Marketing Cloud Account Engagement: A Step by Step Guide (2022), The Basics of A/B Testing in Marketing Cloud Account Engagement - The Spot

質問 # 34
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最新MC-201｜素晴らしいMC-201模擬トレーリング試験｜試験の準備方法Salesforce Certified Marketing Cloud Account Engagement Specialist試験復習

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