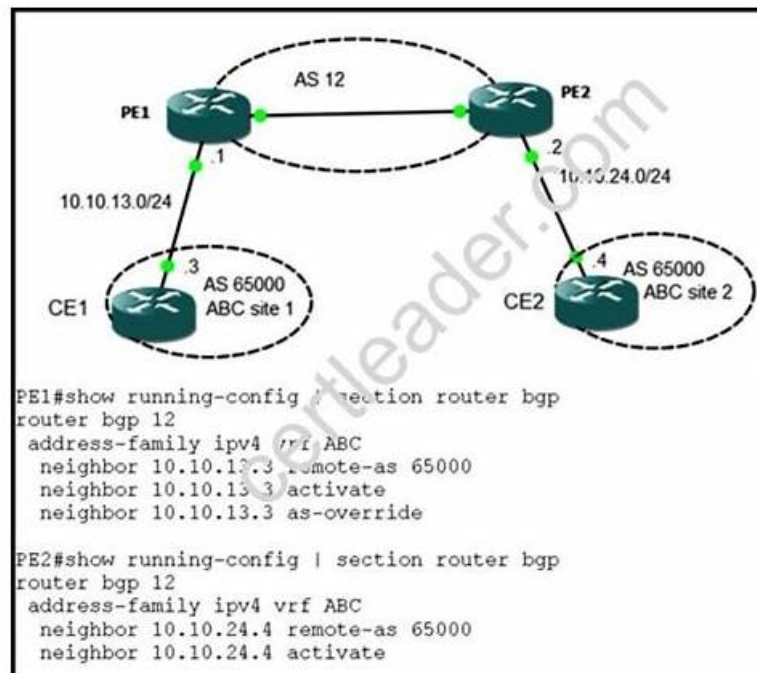# MC-201 Reliable Braindumps Files | MC-201 Passleader Review

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q84-Q89):

NEW QUESTION # 84
Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

- A. Matching an automation rule.
- B. Clicking on a tracked link in an email.
- C. Submitting a form on a landing page.
- D. Viewing more than one web page.

Answer: B,C

Explanation:

The two actions that can cause an anonymous visitor to convert into an identified prospect are submitting a form on a landing page and clicking on a tracked link in an email. An anonymous visitor is a person who visits your website or interacts with your marketing assets, but whose information you have not captured in Marketing Cloud Account Engagement. An identified prospect is a person whose information you have captured in Marketing Cloud Account Engagement, and whose activities you can track and measure. You can convert an anonymous visitor into an identified prospect by capturing their email address, which is used as the unique identifier for the prospect record. You can capture the email address of an anonymous visitor by:

Submitting a form on a landing page. A form is a web element that allows you to collect information from your visitors, such as their name, email, or company. A landing page 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. You can add a form to a landing page to capture leads or convert visitors into prospects. When an anonymous visitor submits a form on a landing page, Marketing Cloud Account Engagement will create a new prospect record with the information provided by the visitor, and associate the previous activities of the visitor with the prospect record4.

Clicking on a tracked link in an email. A tracked link is a link that is modified by Marketing Cloud Account Engagement to track the click activity and redirect the visitor to the original URL. You can use tracked links in your emails, social media posts, or banner ads to measure the engagement of your visitors with your online marketing content. When an anonymous visitor clicks on a tracked link in an email, Marketing Cloud Account Engagement will append the email address of the visitor to the URL, and use it to create a new prospect record or update an existing one. Marketing Cloud Account Engagement will also associate the previous activities of the visitor with the prospect record.

NEW QUESTION # 85

If a prospect clicks on a custom redirect after filling out a form, will the prospect's assigned Marketing Cloud Account Engagement campaign change?

- A. Yes, the Marketing Cloud Account Engagement campaign will change based on the page the custom redirect links to.
- B. Yes, but only if the Marketing Cloud Account Engagement completion action for the custom redirect is set to change the campaign.
- C. No, it's not possible to change a Marketing Cloud Account Engagement campaign by clicking on a custom redirect.
- D. No, a Marketing Cloud Account Engagement campaign will always stay the same since it's a first touchpoint.

Answer: B

NEW QUESTION # 86

In Salesforce, Contacts are deleted if an Opportunity hasn't been closed in 180 days. As a result, the corresponding prospects are marked as[[crm_deleted]] in Marketing Cloud Account Engagement. If the Request a Demo form is completed after that 180 day period, the prospect should be recreated as a Lead.
What automation tool should be used to solve this need?

- A. Automation rule
- B. Engagement studio
- C. Dynamic list
- D. Segmentation rule

Answer: A

NEW QUESTION # 87

What information is required when creating a prospect manually?

- A. Campaign, Company, Email, Score
- B. Campaign, Email, Profile, Score
- C. Campaign, Email, Full Name, Profile
- D. Account, Email, Profile, Score

Answer: B

Explanation:

The information that is required when creating a prospect manually is campaign, email, profile, and score. A prospect is a potential customer who has expressed some interest in your products or services, and whose information you have captured in Marketing Cloud Account Engagement. You can create a prospect manually in Marketing Cloud Account Engagement by entering their information in a form, or by importing them from a file. When creating a prospect manually, you need to provide the following information:

Campaign: The marketing initiative that you use to track the first touch point with the prospect, such as a trade show, a webinar, or a Google Ad. You can select a campaign from the drop-down menu, or use the default campaign that you set in your account settings.
Email: The email address of the prospect, which is used as the unique identifier for the prospect record. You need to enter a valid email address for the prospect, or the prospect will not be created.
Profile: The category that you use to segment your prospects based on their characteristics, such as industry, role, or product interest. You can select a profile from the drop-down menu, or use the default profile that you set in your account settings.
Score: The numerical value that indicates the level of interest or engagement of the prospect in your products or services. You can enter a score for the prospect, or use the default score of 0 that is assigned to new prospects.
Other information that you can provide when creating a prospect manually are:
First Name: The first name of the prospect, which can be used for personalization or segmentation.
Last Name: The last name of the prospect, which can be used for personalization or segmentation.
Company: The name of the company that the prospect works for, which can be used for reporting or segmentation.
Website: The URL of the website that the prospect visits or owns, which can be used for tracking or segmentation.
Assign To: The user that you want to assign the prospect to, who will be responsible for following up with the prospect. You can select a user from the drop-down menu, or use the default user that you set in your account settings.

NEW QUESTION # 88

How can an action be applied to a prospect who views a specific page of a website?

- A. None of the above
- B. Through page actions
- C. Through scoring
- D. Through completion actions
- E. Through automation rules

Answer: B

Explanation:
You can apply an action to a prospect who views a specific page of a website through a page action. A page action is a task that is performed when a prospect views a page that matches a certain URL or wildcard. You can use page actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags. You can also use page actions to track and report on the performance of specific pages on your website.
Answer A is incorrect because you cannot apply an action to a prospect who views a specific page of a website through a completion action. A completion action is a task that is performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect, not after they view a page. Answer B is incorrect because you cannot apply an action to a prospect who views a specific page of a website through an automation rule. An automation rule is a criteria-based action that is triggered when a prospect matches the rule, not when they view a page. Answer C is incorrect because you cannot apply an action to a prospect who views a specific page of a website through scoring. Scoring is a numerical value that indicates the level of interest or engagement of a prospect in your products or services, not a way to perform actions on prospects. Answer E is incorrect because none of the above is not a valid answer, as explained above. Reference: [Page Actions], [Completion Actions], [Automation Rules], Scoring

NEW QUESTION # 89

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