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Salesforce - ADM 201 Certification Review exam 2024 with 100% correct answers

Where can tasks NOT be created? Choose one answer:

A. Home Tab

B. Chatter feed

C. Activity History related list on a record

D. Search window - correct answer D

Tasks cannot be created in the global search window.

A Task has just been created related to a Contact. Where will this Task be visible? Choose three answers:

A. In the Activity History related list of the Contact

B. In the Open Activities related list of the Contact

C. In the My Activities list for the person assigned to the task

D. In the Open Activities related list of the Account related to the Contact - correct answer B, C, D

What would be the best solution for managing email campaigns and tracking responses back in Salesforce?

A. Use the standard campaign functionality

B. Build custom functionality that tracks the responses

C. Use a third party app from the App Exchange

D. Use a third party email campaign application and integrate with Salesforce - correct answer C

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These Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) practice test questions also boost your confidence. If you have prepared well, tried all the Salesforce Salesforce Certified Marketing Cloud Account Engagement Specialist Certification Exams, and understood each concept clearly, there is minimal or no chance of failure. Desktop Practice exam software and web-based Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) practice test are available at DumpStillValid.

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q229-Q234):

NEW QUESTION # 229
What is the expected behavior if an automation rule is NOT set to repeat?

- A. The action can only run once per day on the prospect.
- B. The prospect can match the criteria multiple times and the action runs each time.
- C. The prospect matches the criteria once and the action runs once.
- D. The prospect matches the criteria once, but the action runs multiple times.

Answer: C

Explanation:
The expected behavior if an automation rule is not set to repeat is that the prospect matches the criteria once and the action runs once. An automation rule is a rule that runs in the background and matches prospects based on certain criteria and performs certain actions. An automation rule can be set to repeat or not repeat, depending on whether the administrator wants the rule to run multiple times or only once on the same prospect. If the automation rule is not set to repeat, it means that the rule will only run once on each prospect who matches the criteria, and it will not run again even if the prospect matches the criteria again in the future. The other options are not the expected behavior if an automation rule is not set to repeat. The prospect cannot match the criteria multiple times and the action runs each time, as this would require the rule to be set to repeat. The action cannot run only once per day on the prospect, as this would require the rule to have a daily frequency limit. The prospect cannot match the criteria once, but the action runs multiple times, as this would require the rule to have multiple actions or a recurring action. Reference [Automation Rules Overview]

NEW QUESTION # 230
What step type should be used in engagement studio if a user wants to branch prospects down two paths based on actions taken on a marketing asset?

- A. Wait
- B. Trigger
- C. Rule
- D. Action

Answer: D

NEW QUESTION # 231
A designer wants to apply LenoxSoft's styling to assets in Marketing Cloud Account Engagement. Which two assets can they control CSS styling for In Marketing Cloud Account Engagement?
Choose 2 answers

- A. Landing pages
- B. Social posts
- C. Forms
- D. Form handlers

Answer: A,C

Explanation:
A designer can control the CSS styling for two assets in Marketing Cloud Account Engagement: landing pages and forms. Landing pages are web pages that capture visitor information and generate leads. Forms are web forms that collect visitor information and convert them to prospects. Both landing pages and forms can be customized with CSS to match the branding and design of LenoxSoft. Form handlers and social posts are not assets that can be controlled by CSS in Marketing Cloud Account Engagement. Form handlers are connectors that allow Marketing Cloud Account Engagement to use external forms on your website. Social posts are messages that can be sent to your social media accounts from Marketing Cloud Account Engagement. Reference Customize Landing Pages with CSS Customize Forms with CSS

NEW QUESTION # 232
What does a marketing user have access to in Marketing Cloud Account Engagement?

- A. Prospect management
- B. None of the above
- C. Can see users and groups
- D. Creating new lists, forms, landing pages and send list emails.
- E. Can only import prospects

Answer: A,C,D,E

Explanation:
A marketing user is a type of user role in Marketing Cloud Account Engagement that has access to various features and functions related to marketing operations. A marketing user can see users and groups, create new lists, forms, landing pages, and send list emails, manage prospects, and import prospects. A marketing user cannot access the administration settings, create or edit users, or sync with Salesforce.
Answer E is incorrect because none of the above is not a valid answer, as explained above. Reference: User Roles, Create and Edit Users

NEW QUESTION # 233
LenoxSoft enabled the "Always Display Form After Submission" setting on their Marketing Cloud Account Engagement form. What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

- A. The prospect would be redirected to a thank-you page.
- B. The thank-you content would continue to be shown.
- C. The form would be displayed on the page once again.
- D. The prospect would receive an error message.

Answer: C

Explanation:
The expected behavior if a prospect refreshes the page after initially submitting the form with the "Always Display Form After Submission" setting enabled is that the form would be displayed on the page once again (B). This setting allows the form to be submitted multiple times by the same prospect, which is useful for fields that are set to always be displayed, such as reporting issues or comments. The prospect would not receive an error message (A), be redirected to a thank-you page , or see the thank-you content (D), as these options are not compatible with the "Always Display Form After Submission" setting. Reference: Account Engagement Form Troubleshooting and FAQ

NEW QUESTION # 234
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