

# Latest MCE-Con-201 Exam Materials | MCE-Con-201 Interactive Testing Engine



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## MCE-Con-201 Interactive Testing Engine, MCE-Con-201 Simulated Test

The MCE-Con-201 web-based practice questions carry the above-mentioned notable features of the desktop-based software. This version of Itcerttest's MCE-Con-201 practice questions works on Mac, Linux, Android, iOS, and Windows. Our customer does not need troubling plugins or software installations to attempt the web-based MCE-Con-201 Practice Questions. Another benefit is that our MCE-Con-201 online mock test can be taken via all browsers, including Chrome, MS Edge, Internet Explorer, Safari, Opera, and Firefox.

### Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q264-Q269):

#### NEW QUESTION # 264

LenoxSoft has a large database of leads and contacts in Salesforce. These leads and contacts contain information stored in custom fields. They have not imported these leads or contacts into Marketing Cloud Account Engagement or set up any custom fields in Marketing Cloud Account Engagement.

What should their first step in Marketing Cloud Account Engagement?

- A. Enable custom field creation via the Salesforce Connector.
- **B. Manually create and map custom fields in Marketing Cloud Account Engagement.**
- C. Import leads and contacts from Salesforce into Marketing Cloud Account Engagement.
- D. Import .CSV file containing custom field data into Marketing Cloud Account Engagement.

**Answer: B**

#### NEW QUESTION # 265

LenoxSoft would like to enable the Google AdWords connector in Marketing Cloud Account Engagement. Which of the following would you NOT advise them on before they enable the connector?

- A. The connector cannot be linked directly to an MCC account.
- **B. The connector will update all of their AdWords ads to include the tracking parameter, including those that were deleted or disabled.**
- C. They should ensure their URL structures can handle parameters before verifying the connector.
- D. The connector will make copies of their AdWords ads (not including those that were deleted or disabled) and include the tracking parameter in the URL for the new versions.

**Answer: B**

#### NEW QUESTION # 266

"If an organization has several Marketing Cloud Account Engagement users who require direct login access to pi.Marketing Cloud Account Engagement.com, what should be done before enabling user sync?

- A. Set the users as Marketing user roles in Marketing Cloud Account Engagement before enabling user sync.
- B. Create a custom user role for Marketing Cloud Account Engagement Only users in Marketing Cloud Account Engagement.
- C. Delete and recreate the specific users after enabling user sync.
- **D. Make sure the CRM username field on user records are empty.**

**Answer: D**

#### NEW QUESTION # 267

LenoxSoft wants to view only opportunities within a certain fiscal year on the Pipeline Dashboard using B2B Marketing Analytics. How could this be accomplished?

- A. Create a custom dataset using only data from the fiscal year.
- B. Develop a new lens that includes only data from the fiscal year.
- **C. Apply the "tag" filter on the Pipeline Dashboard using the fiscal year.**

- D. Use the 'fiscal year' filter on the Pipeline Dashboard.

**Answer: C**

#### NEW QUESTION # 268

LenoxSoft product is setup on an annual renewal. The marketing team is having issues to send emails out to their prospects when its time to renew on the annual product. On top of it sales is complaining they have no insights when an annual renewal email was sent. LenoxSoft uses a custom field of "Contract" with a value of "Renewed" for prospects who have already renewed their product subscription or its "blank" if they have yet to renew. LenoxSoft wants to automate this process with an engagement studio that can do the following: \* Adds/Removes prospects to the engagement studio based on renewal status \* Sends a series of emails to renew their subscription \* Gives sales continuous insights to prospect engagement Based on the above criteria what would you recommend to LenoxSoft?

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- A. Build dynamic list add criteria as Contact as "Renewed" add action as notify assigned user
- B. Build automation rules add criteria as Contact as "Renewed" add action as notify assigned user
- C. Build automation rules add criteria as Contact as blank add action as notify assigned user
- **D. Build dynamic list add criteria as Contact as blank add action as notify assigned user**

**Answer: D**

#### NEW QUESTION # 269

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