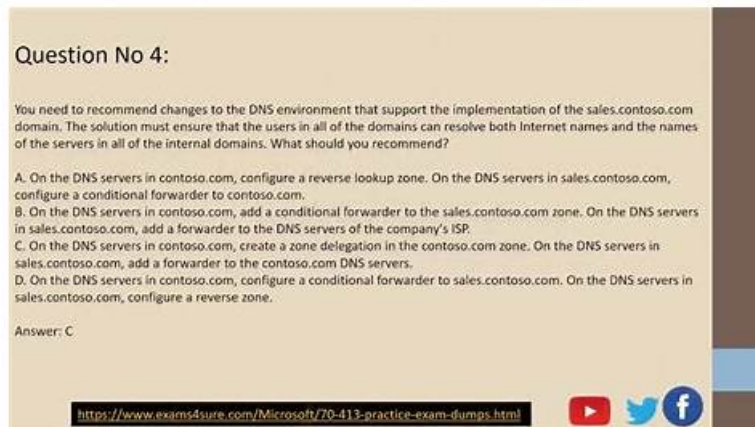# MC-201 dumps - Actual4Dumps - 100% Passing Guarantee

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q206-Q211):

NEW QUESTION # 206
Form or Form Handler? I want to integrate with a third-party system.

- A. Form Handler
- B. Form

Answer: A

Explanation:
Form handlers are the best option if you want to integrate with a third-party system, such as a payment gateway, a survey tool, or a webinar platform. Form handlers allow you to post data to more than one location, so you can send the prospect information to Marketing Cloud Account Engagement and to the external system at the same time1. You can also use form handlers to connect Marketing Cloud Account Engagement to your existing forms on your website or other platforms

NEW QUESTION # 207

What is an identified visitor?

- A. A visitor who has provided their organization in a Marketing Cloud Account Engagement form.
- B. A visitor whose organization has been identified using a reverse IP lookup.
- C. A visitor who has provided their contact Information in a Marketing Cloud Account Engagement form.
- D. A visitor who has been matched with a Marketing Cloud Account Engagement prospect record.

Answer: C

Explanation:

An identified visitor is a visitor who has provided their contact information in a Marketing Cloud Account Engagement form. This means that the visitor has converted into a prospect and has a record in Marketing Cloud Account Engagement. Marketing Cloud Account Engagement can track the activities and behavior of identified visitors using a cookie that is placed on their browser when they fill out a form. Identified visitors are different from anonymous visitors, who have not provided any contact information and are only tracked by their IP address, and from visitors whose organization has been identified using a reverse IP lookup, who may or may not have a prospect record in Marketing Cloud Account Engagement

NEW QUESTION # 208

How can a marketer avoid emailing prospects more than once in a ten day span?

- A. Use a dynamic list to create a frequency suppression list.
- B. Use the global account setting to suppress frequently emailed prospects.
- C. Use a segmentation rule to create a frequency suppression list.
- D. Use an automation rule to create a frequency suppression list.

Answer: A

Explanation:

The way that a marketer can avoid emailing prospects more than once in a ten day span is to use a dynamic list to create a frequency suppression list. A dynamic list is a type of list that automatically updates based on specific criteria, such as field values, activities, or scores. A frequency suppression list is a type of list that excludes prospects who have been emailed within a certain time frame, such as ten days. By using a dynamic list with a frequency suppression criteria, a marketer can ensure that they do not email prospects who have already received an email recently. Using an automation rule, a global account setting, or a segmentation rule are not ways that a marketer can avoid emailing prospects more than once in a ten day span, as they either do not create lists, do not update automatically, or do not run continuously2. Reference: 2: Dynamic Lists

NEW QUESTION # 209

A Marketing Cloud Account Engagement administrator wants to keep the first value submitted in a field even if the prospect completes additional forms with different values for that field.
Which form field option should be enabled?

- A. Include "Not you?" link to allow visitors to reset the form
- B. Kiosk/Data Entry Mode: Do not cookie browser as submitted prospect
- C. Always display even if previously completed
- D. Maintain the initial value upon subsequent form submissions

Answer: D

Explanation:

In Pardot (Salesforce Marketing Cloud Account Engagement), when setting up form fields, there is an option specifically designed to maintain the initial value of a field that a prospect enters, even if they submit different values in the same field on subsequent forms. This is critical for maintaining consistent data when the first submitted value is of primary importance, such as capturing the original source of a lead. This setting ensures that the field value doesn't update with each new submission, thus preserving the original data.

NEW QUESTION # 210

What is tracked by the custom email links generated by Marketing Cloud Account Engagement?

- A. Form completions
- **B. Email opens**
- **C. Page visits**
- **D. Link clicks**
- E. Unsubscribe

Answer: B,C,D

Explanation:
The custom email links generated by Marketing Cloud Account Engagement are tracked for link clicks, page visits and email opens. Link clicks are recorded when a prospect clicks on a link in an email. Page visits are recorded when a prospect visits a page on your website that has the Marketing Cloud Account Engagement tracking code. Email opens are recorded when a prospect opens an email and downloads the invisible image that Marketing Cloud Account Engagement inserts in the email. Form completions and unsubscribes are not tracked by the custom email links, but by other methods.

NEW QUESTION # 211

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