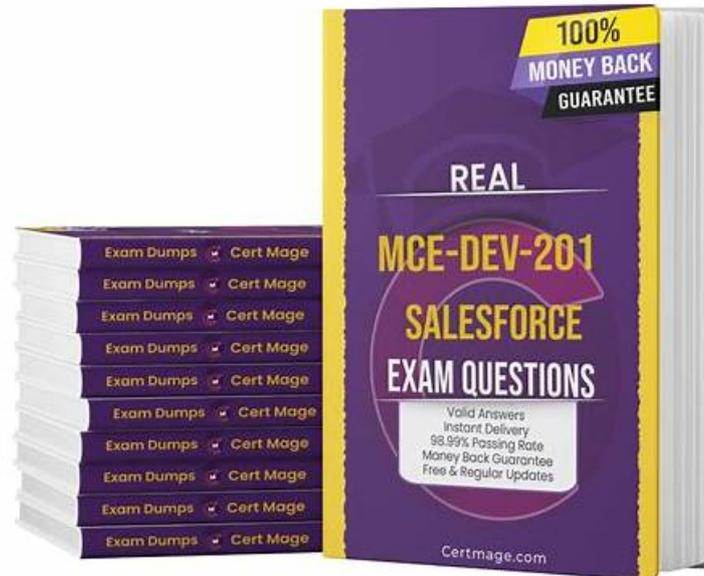


# MCE-Con-201 Latest Dumps Sheet, MCE-Con-201 Exam Registration



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## Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q253-Q258):

### NEW QUESTION # 253

Is it possible for many users to edit exact same Email Template simultaneously?

- A. False
- B. True

**Answer: A**

**NEW QUESTION # 254**

LenoxSoft has had a Product Interest form live on their website for the past 3 months. They would like to make sure that, moving forward, every time the form is submitted, a custom field is updated. They also want to update that custom field for anyone who has submitted the form before today. What combination of automation tools should LenoxSoft use to achieve this?

- **A. Automation rule and completion action**
- B. Dynamic list and automation rule
- C. Segmentation rule and completion action
- D. Completion action and dynamic list

**Answer: A**

**NEW QUESTION # 255**

The LenoxSoft marketing manager wants to report to the CEO each month the number of new leads generated and what types of assets are generating those new leads. Identify the Marketing Cloud Account Engagement reports and associated KPIs that would provide these metrics. Choose 2 answers:

- **A. Form Report: Conversions**
- B. Form Report: Impressions
- C. Form Report: Submissions
- **D. Lifecycle Report: New Prospects Created**

**Answer: A,D**

**NEW QUESTION # 256**

A Marketing Cloud Account Engagement customer uses a lot of landing pages for their lead generation strategy. They are creating a layout template and importing in HTML from their website to customize the look and feel of their landing pages. When placing a Marketing Cloud Account Engagement form on their Marketing Cloud Account Engagement landing page using this layout template, the form doesn't appear.

What could be the issue?

- A. The landing page on a browser with the cookies cleared was not tested.
- B. The same layout template on both the form and the landing page was not used.
- C. The form HTML embed code in the layout template code was not used.
- **D. The %%content%% variable tag in the layout template code was missing.**

**Answer: D**

**NEW QUESTION # 257**

What access should sales and marketing users have to access embedded analytics dashboards?

- A. Marketing Cloud Account Engagement Permission Set and "View Reports" Marketing Cloud Account Engagement user permission
- B. Marketing Cloud Account Engagement Administrator user role and the Marketing Cloud Account Engagement Permission set assigned
- C. Marketing Cloud Account Engagement user connected to a Salesforce user through User Sync
- **D. The "Analytics View Only Embedded App" permission set license**

**Answer: D**

**NEW QUESTION # 258**

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