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The Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) is one of the popular exams of Salesforce MC-201. It is designed for Salesforce aspirants who want to earn the Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) certification and validate their skills. The MC-201 test is not an easy exam to crack. It requires dedication and a lot of hard work. You need to prepare well to clear the Salesforce Certified Marketing Cloud Account Engagement Specialist (MC-201) test on the first attempt. One of the best ways to prepare successfully for the MC-201 examination in a short time is using real MC-201 Exam Dumps.

Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q67-Q72):

NEW QUESTION # 67
You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record.

- A. True
- B. False

Answer: A

Explanation:
According to the Salesforce documentation, the answer is true. You can see the score, grade, assigned user and recent interaction within the Insight section of the Prospect Record. The Insight section is a feature that shows the key information and metrics of a prospect in Marketing Cloud Account Engagement. The Insight section can be accessed from the Prospects tab in Marketing Cloud Account Engagement, and it can show different data for the prospect, such as score, grade, assigned user, or recent interaction. The score is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. The grade is a letter value that indicates the level of fit of a prospect, based on their

attributes, such as industry, job title, location, or company size. The assigned user is the user who is responsible for the prospect, and who can view and edit the prospect's information. The recent interaction is the latest action or event that the prospect has performed or received, such as opening an email, clicking a link, or registering for a webinar. The Insight section can help users to quickly and easily view the most important information and metrics of a prospect, and to take actions based on the data. Reference: Salesforce documentation

NEW QUESTION # 68
Administrators can reset passwords for users

- A. True
- B. False

Answer: A

Explanation:
According to the Salesforce documentation, the answer is true. Administrators can reset passwords for users. An administrator is a user who has the highest level of permissions and access in Marketing Cloud Account Engagement, and who can create and manage other users, roles, and settings. An administrator can reset passwords for users in the Admin tab in Marketing Cloud Account Engagement, and they can use different methods, such as:
Reset password for a single user: An administrator can reset the password for a single user by accessing the user record in the User List, and clicking on the Reset Password button. The administrator can then enter a new password for the user, or generate a random password. The administrator can also choose to send an email notification to the user with the new password.
Reset password for multiple users: An administrator can reset the password for multiple users by selecting the users from the User List, and clicking on the Reset Password option in the table actions. The administrator can then enter a new password for the users, or generate a random password. The administrator can also choose to send an email notification to the users with the new password.

NEW QUESTION # 69
What step type would be used in engagement studio to add prospects to another engagement studio program's recipient list?

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

Answer: A

Explanation:
According to the Salesforce documentation, the step type that would be used in engagement studio to add prospects to another engagement studio program's recipient list is an action. An engagement studio program is a feature that allows users to build, test, and report on automated programs that send targeted emails and perform actions based on prospect behavior and criteria. An engagement studio program consists of steps that define the logic and flow of the program. There are three types of steps: triggers, actions, and rules. A trigger is a step that checks for a prospect's activity, such as opening an email, clicking a link, or submitting a form. An action is a step that performs an action on a prospect, such as sending an email, adjusting a score, or adding to a list. A rule is a step that checks for a prospect's attribute or value, such as score, grade, or field value. To add prospects to another engagement studio program's recipient list, the user can use an action step that adds prospects to a list. The user can then use that list as the recipient list for another engagement studio program. A rule, an end, or a trigger are not the step types that would be used in engagement studio to add prospects to another engagement studio program's recipient list, as they are related to other functions, such as checking for criteria, ending the program, or checking for activity. Reference: Salesforce documentation

NEW QUESTION # 70
Which two actions can be used to change a prospect's Marketing Cloud Account Engagement campaign? (Choose two answers.)

- A. Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.
- B. Add the prospect to a static list.
- C. Create a segmentation rule to change the Marketing Cloud Account Engagement campaign for prospects meeting certain criteria.

- D. Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record.

Answer: A,D

Explanation:
The two actions that can be used to change a prospect's Marketing Cloud Account Engagement campaign are:
Create an automation rule to change Marketing Cloud Account Engagement campaign for prospects meeting certain criteria. An automation rule is a rule that runs continuously in the background and matches prospects based on the criteria you set. You can use an automation rule to perform actions on the matched prospects, such as changing their Marketing Cloud Account Engagement campaign to the one that is relevant to their attributes or behaviors.
Manually change the prospect's Marketing Cloud Account Engagement campaign when editing the prospect record. You can also change a prospect's Marketing Cloud Account Engagement campaign by editing their prospect record and selecting a different campaign from the drop-down menu. This is useful when you want to change the Marketing Cloud Account Engagement campaign for a single prospect or a small group of prospects.

NEW QUESTION # 71
The "related" tab of the prospect record displays prospects that have what in common?
Choose one answer

- A. Assigned user
- B. Company
- C. Score
- D. Email Domain

Answer: C

Explanation:
According to the Salesforce documentation, the "related" tab of the prospect record displays prospects that have the same score as the current prospect. The "related" tab is a feature that shows a list of prospects that are similar to the current prospect in Marketing Cloud Account Engagement. The "related" tab can be accessed from the Prospect Record page in Marketing Cloud Account Engagement, and it can show different columns of information for each related prospect, such as name, company, grade, score, or last activity. The user can customize the columns that are displayed on the "related" tab, and they can also sort, filter, search, or export the "related" tab. The "related" tab can also show other information for each related prospect, such as email address, title, assigned user, or custom fields, but these are not the default columns that are displayed on the "related" tab, and they need to be added by the user in the column settings. The "related" tab can help users to find and compare prospects that have the same level of interest and engagement as the current prospect, and to take actions based on the data. The "related" tab does not display prospects that have the same email domain, company, or assigned user as the current prospect, as these are not the criteria that are used to determine the similarity of the prospects. Reference: Salesforce documentation

NEW QUESTION # 72
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He has designed content switching environments for major Cisco Enterprise MC-201 and Service Provider customers, Since the `DataLogger` example is rather large, it will be broken down into the following steps.

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