

100% Pass Quiz 2026 Salesforce MC-201: Useful Real Salesforce Certified Marketing Cloud Account Engagement Specialist Exam



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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q230-Q235):

NEW QUESTION # 230

What are the benefits of warming up an IP address?

- A. Build up email reputation
- B. Avoid IP Blacklisting
- C. Increase Deliverability
- D. IPs don't work well when cold

Answer: A,C

Explanation:

Warming up an IP address is the process of gradually increasing the volume of emails sent from a new or cold IP address to

establish a good reputation with the Internet Service Providers (ISPs) and avoid being blocked or filtered as spam. Warming up an IP address has two main benefits: increasing deliverability and building up email reputation. Increasing deliverability means that your emails have a higher chance of reaching the inbox of your recipients, rather than being rejected, bounced, or sent to the spam folder. Building up email reputation means that your IP address is recognized as a legitimate and trustworthy sender by the ISPs, and that your emails are compliant with the best practices and standards of email marketing

NEW QUESTION # 231

Where on a prospect record should an administrator look to help determine the reason a prospect is unmailable?

- A. Activities and Audits
- **B. Lifecycle and Profile**
- C. Profile and Audits
- D. Activities and Lifecycle

Answer: B

Explanation:

The best place to look on a prospect record to help determine the reason a prospect is unmailable is the Lifecycle and Profile section. This section shows the mailability status of the prospect, which can be one of the following: Mailable, Mailable - Transactional Emails Only, Undeliverable, Unmailable, or Unsubscribed⁴. The mailability status is determined by various factors, such as the prospect's email opt-out preference, the do not email flag, the hard bounce or soft bounce detection, and the prospect's location in the recycle bin⁵. The Lifecycle and Profile section also shows the email address, the email preference center, and the email opt-out date of the prospect, which can provide more information about the prospect's mailability

NEW QUESTION # 232

What will undelete a prospect?

- A. If the deleted prospect visits a web page
- **B. If the deleted prospect is imported into Marketing Cloud Account Engagement with the same email address**
- **C. If the deleted prospect re-converts by filling out a form with the same email address**

Answer: B,C

Explanation:

You can undelete a prospect if the deleted prospect is imported into Marketing Cloud Account Engagement with the same email address or if the deleted prospect re-converts by filling out a form with the same email address. When you delete a prospect, they are removed from your Marketing Cloud Account Engagement account, but their record is not completely erased. You can restore them by importing them again or by having them fill out a form again, which will update their existing record and undelete them. However, you cannot undelete a prospect if they visit a web page, as this will not trigger any action on their record. Answer B is incorrect because visiting a web page will not undelete a prospect, as explained above. Reference: Delete Prospects, Undelete Prospects

NEW QUESTION # 233

What is the baseline grade assigned to a prospect?

- **A. D**
- B. B
- C. C
- D. A

Answer: A

Explanation:

The baseline grade assigned to a prospect is D. A Marketing Cloud Account Engagement grade is a rating based on how well a prospect's profile matches your ideal customer profile. The prospect rating is expressed as a letter grade that ranges from F (worst) to A+ (best). Marketing Cloud Account Engagement assigns an initial grade of D to all prospects. You can then adjust the grade up or down based on the prospect's attributes, such as industry, job title, company size, location, etc. The grade reflects how well the prospect fits your target market and how qualified they are for your product or service. You can create different grading profiles for

different personas or segments, and assign prospects to profiles based on certain criteria. For more details -> 345

NEW QUESTION # 234

What activities are completion actions available for?

- A. Emails
- B. Files
- C. Custom Redirects
- D. Automation rules
- E. Page actions
- F. Forms

Answer: A,B,C,E,F

Explanation:

The correct answer is A, B, C, E, and F. Completion actions are tasks that are performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags. Completion actions are available for the following activities: custom redirects, emails, forms, files, and page actions. You cannot use completion actions for automation rules, as they are a different type of criteria-based action that is triggered when a prospect matches the rule.

Answer D is incorrect because completion actions are not available for automation rules, as explained above. Reference: Completion Actions, [Automation Rules]

NEW QUESTION # 235

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