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## Salesforce MC-201

Salesforce Certified Marketing Cloud Account Engagement Specialist

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## Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q299-Q304):

### NEW QUESTION # 299

LenoxSoft wants to use their product interest field on a demo request form. They would like to display the phrase "which product most interests you?"

" for their product interest field.

Which field component should they modify?

- **A. The prospect field label**
- B. The field data format
- C. The field type
- D. The prospect field

**Answer: A**

Explanation:

If LenoxSoft wants to display the phrase "which product most interests you?" for their product interest field on a demo request form, they should modify the prospect field label component. The prospect field label is the text that appears above or next to the field on the form. It can be customized to match the desired wording or question. The prospect field label can be different from the prospect field name, which is the internal name used in Marketing Cloud Account Engagement. Reference: Marketing Cloud Account Engagement Form Fields

### NEW QUESTION # 300

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 # 301

What should be enabled on a Marketing Cloud Account Engagement form if an Administrator wants to sign many people up on the same computer at a trade show booth?

- A. reCAPTCHA
- B. "Not you"? Link
- **C. Kiosk/Data Entry Mode**
- D. Progressive Profiling

**Answer: C**

Explanation:

To sign many people up on the same computer at a trade show booth, an Administrator should enable the Kiosk/Data Entry Mode on a Marketing Cloud Account Engagement form. This mode allows multiple form submissions from the same browser without using cookies. It also clears the form fields after each submission and reloads the thank you content. Reference: Marketing Cloud Account

**NEW QUESTION # 302**

How long does it take a drip program to start after unpausing it?

- A. Within one business day
- B. Within 5 minutes
- C. Within one hour
- D. Immediately

**Answer: C**

Explanation:

Drip programs are automated email campaigns that send a series of messages to prospects based on predefined criteria and triggers. You can pause and resume drip programs at any time. However, when you resume a drip program, it does not start immediately. It takes up to one hour for the drip program to resume sending emails to the prospects in the program. It does not take 5 minutes, one business day, or immediately for the drip program to start after unpausing it. Reference: Drip Programs, Pause and Resume Drip Programs

**NEW QUESTION # 303**

What is the process to add a prospect who visits a pricing page to a list?

- A. Create an automation rule
- B. Use a Tag
- C. Create a page action
- D. Create a segmentation rule

**Answer: C**

Explanation:

The process to add a prospect who visits a pricing page to a list is to create a page action. A page action is a feature that allows you to track and act on the behavior of prospects who visit specific pages on your website, such as your pricing page, product page, or thank you page. You can use page actions to perform actions on the prospects who visit the page, such as adding them to a list, assigning them to a user, or changing their field values. You can also use page actions to customize the content or layout of the page based on the prospect's attributes or behaviors<sup>3</sup>. To create a page action, you need to specify the URL of the page that you want to track, and the actions that you want to execute when a prospect visits the page. For example, you can create a page action that matches the URL of your pricing page, and adds the prospect to a list of pricing page visitors.

**NEW QUESTION # 304**

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