

MC-201 Reliable Exam Preparation - 100% Pass Quiz 2026 Salesforce MC-201: Salesforce Certified Marketing Cloud Account Engagement Specialist First-grade Test Voucher



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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q253-Q258):

NEW QUESTION # 253

A marketing user wants to send an email template to a prospect list, but the specific email template Isn't available to choose when sanding a new list email.

How should the user resolve this Issue?

- A. Edit the list to be available for "Email Templates"
- B. Edit the email template and choose the appropriate list
- C. Edit the email template to make it available for "List Emails"
- D. Edit the list to be available for "Email Sanding"

Answer: C

Explanation:

According to the Salesforce documentation, the user should resolve the issue of not being able to choose the specific email template when sending a new list email by editing the email template to make it available for "List Emails". An email template is a reusable design that defines the content and layout of an email. An email template can be configured to be available for different types of email sends, such as one-to-one emails, list emails, or autoresponders. A list email is an email that is sent to a specific list of prospects, such as a newsletter or a promotion. To use an email template for a list email, the user must edit the email template and check the box for "List Emails" in the email template settings. This will make the email template available to choose when sending a new list email. Editing the list to be available for "Email Sending", "Email Templates", or editing the email template and choosing the appropriate list are not the correct ways to resolve the issue of not being able to choose the specific email template when sending a new list email, as they are either irrelevant or incorrect options for the list or the email template settings. Reference: Salesforce documentation

NEW QUESTION # 254

Form or Form Handler? I want to use progressive profiling to personalize my form.

- **A. Form**
- B. Form Handler

Answer: A

Explanation:

Form handlers allow you to use your own forms to post your data to Marketing Cloud Account Engagement. A form handler is a great alternative to use instead of Marketing Cloud Account Engagement forms. They allow you to fully customize the look of your form and submit data to more than one database. However, form handlers do not support progressive profiling, which is a feature that allows you to display new fields for known prospects and collect more information about them. To use progressive profiling, you need to create a Marketing Cloud Account Engagement form and enable it in the form settings

NEW QUESTION # 255

LenoxSoft enabled the "Always Display Form After Submission" setting on their Marketing Cloud Account Engagement form. What would be the expected behavior if a prospect refreshes the page after initially submitting the form?

- A. The thank-you content would continue to be shown.
- B. The prospect would receive an error message.
- C. The prospect would be redirected to a thank-you page.
- **D. The form would be displayed on the page once again.**

Answer: D

Explanation:

The expected behavior if a prospect refreshes the page after initially submitting the form with the "Always Display Form After Submission" setting enabled is that the form would be displayed on the page once again (B). This setting allows the form to be submitted multiple times by the same prospect, which is useful for fields that are set to always be displayed, such as reporting issues or comments. The prospect would not receive an error message (A), be redirected to a thank-you page, or see the thank-you content (D), as these options are not compatible with the "Always Display Form After Submission" setting. Reference: Account Engagement Form Troubleshooting and FAQ

NEW QUESTION # 256

By default Marketing Cloud Account Engagement will sync with what types of accounts in Salesforce?

- **A. Contact Accounts**
- B. Persons Accounts
- C. Lead Accounts

Answer: A

Explanation:

By default, Marketing Cloud Account Engagement will sync with contact accounts in Salesforce. Contact accounts are the standard account type in Salesforce, where each account can have multiple contacts related to it. Marketing Cloud Account Engagement can sync with contact accounts and their related contacts, leads, and opportunities. However, Marketing Cloud Account Engagement

can also sync with person accounts in Salesforce, if they are enabled in your org. Person accounts are a special account type in Salesforce, where each account is also a contact. Marketing Cloud Account Engagement can sync with person accounts and their related opportunities, but not with leads. To sync with person accounts, you need to enable the option in the Salesforce connector settings in Marketing Cloud Account Engagement. For more details -> 121314

NEW QUESTION # 257

Which two requirements must be met in order to have both a Lead and a Contact field sync with the same Marketing Cloud Account Engagement prospect field? Choose 2 answers

- A. The Lead and Contact fields must have the same Salesforce field label.
- B. The Marketing Cloud Account Engagement field must be a drop-down field.
- C. The Marketing Cloud Account Engagement field must be mapped to the Salesforce field.
- D. The Lead and Contact fields must have the same API name.

Answer: C,D

Explanation:

According to the Salesforce documentation, in order to sync a Marketing Cloud Account Engagement prospect field with both a lead and a contact field in Salesforce, the lead and contact fields must have the same API name, and the Marketing Cloud Account Engagement field must be mapped to the Salesforce field. The API name is the unique identifier for the field that is used by the system to sync the data. The field mapping is the configuration that tells Marketing Cloud Account Engagement which Salesforce field to sync with. The Salesforce field label and the Marketing Cloud Account Engagement field type are not relevant for the field sync, as long as they are compatible. Reference: Salesforce documentation

NEW QUESTION # 258

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