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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q123-Q128):

NEW QUESTION # 123
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 # 124
What Information does the tooltip above each step on the engagement studio program report provide?

- A. High-level metrics only for prospects who have completed the step
- B. High-level metrics only for prospects who left the program at each step
- C. High-level metrics only for prospects waiting to complete each step
- D. High-level metrics only for prospects who have skipped each step

Answer: A

Explanation:
According to the Salesforce documentation, the information that the tooltip above each step on the engagement studio program report provides is high-level metrics only for prospects who have completed the step. An engagement studio program report is a report that shows the performance and results of an engagement program, such as the number of prospects, emails, and conversions. The tooltip above each step on the program report shows the number and percentage of prospects who have completed that step, as well as the number and percentage of prospects who have taken the positive, negative, or neutral path after that step. The tooltip does not show the metrics for prospects who are waiting to complete, who have left, or who have skipped each step, as these are shown in other sections of the report. Reference: Salesforce documentation

NEW QUESTION # 125
Can you tie multiple Salesforce accounts to one Marketing Cloud Account Engagement account?

- A. Yes, but you would need to contact Marketing Cloud Account Engagement Support to enable the feature for you.
- B. Yes, you can have up to 2 Salesforce accounts linked to one Marketing Cloud Account Engagement account.
- C. No, you can only have one Salesforce connector at a time.
- D. Yes, but it's only available to customers with the Pro Edition

Answer: C

Explanation:
The Salesforce connector is a feature that allows you to integrate Marketing Cloud Account Engagement with Salesforce, a customer relationship management (CRM) platform. With this connector, you can sync data, activities, and campaigns between Marketing Cloud Account Engagement and Salesforce. You can only have one Salesforce connector at a time, which means that you can only tie one Salesforce account to one Marketing Cloud Account Engagement account. You cannot have multiple Salesforce accounts linked to one Marketing Cloud Account Engagement account, regardless of the number of accounts, the edition of Marketing Cloud Account Engagement, or the support from Marketing Cloud Account Engagement. Reference: Salesforce Connector, Connect Marketing Cloud Account Engagement and Salesforce

NEW QUESTION # 126
In which two ways does a Marketing Cloud Account Engagement prospect sync with a Salesforce Lead or Contact record?
Choose 2 answers

- A. Shared Assigned User ID
- B. Shared email address

- C. Shared tracking pixel
- D. Shared CRM ID

Answer: B,D

Explanation:
The two ways that a Marketing Cloud Account Engagement prospect syncs with a Salesforce Lead or Contact record are shared CRM ID and shared email address. A CRM ID is a unique identifier that is assigned to a Lead or Contact record in Salesforce and is synced with the corresponding prospect record in Marketing Cloud Account Engagement. A CRM ID ensures that the prospect data is matched with the correct Lead or Contact data and prevents duplicates. A CRM ID is created when a prospect is created or updated in Marketing Cloud Account Engagement and a matching Lead or Contact is found or created in Salesforce, or when a Lead or Contact is created or updated in Salesforce and a matching prospect is found or created in Marketing Cloud Account Engagement5. An email address is a required field for both a prospect in Marketing Cloud Account Engagement and a Lead or Contact in Salesforce. An email address is used to identify and associate a prospect with a Lead or Contact, and to trigger a sync between Marketing Cloud Account Engagement and Salesforce. An email address is also used to track the prospect's activities, such as email opens, clicks, form submissions, and page views5. Option B is not correct because a shared assigned user ID is not a way that a Marketing Cloud Account Engagement prospect syncs with a Salesforce Lead or Contact record, but a result of the sync. An assigned user ID is the ID of the user who owns the prospect in Marketing Cloud Account Engagement or the Lead or Contact in Salesforce. The assigned user ID is synced between Marketing Cloud Account Engagement and Salesforce to ensure that the same user owns the prospect and the Lead or Contact, unless there are custom assignment rules in place5. Option D is not correct because a shared tracking pixel is not a way that a Marketing Cloud Account Engagement prospect syncs with a Salesforce Lead or Contact record, but a method of tracking the prospect's activities. A tracking pixel is a hidden image that is embedded in an email or a web page and sends a request to Marketing Cloud Account Engagement's server when the email or the web page is opened. A tracking pixel allows Marketing Cloud Account Engagement to record the prospect's email opens, page views, and other actions

NEW QUESTION # 127
A Marketing Cloud Account Engagement administrator wants to export a .csv of prospects that purchased a certain product within the last year. The product is captured in a Product Name field on the prospect record. The company's product will soon be changing names, therefore they need a one-time export of all prospects that have this specific product currently listed in the Product Name field.
What is the recommended way to identify these prospects to export to .csv?

- A. Create a dynamic list based on Product Name.
- B. Create a completion action based on Product Name.
- C. Create a segmentation rule based on Product Name.
- D. Create an automation rule based on product Name.

Answer: C

Explanation:
The recommended way to identify the prospects who purchased a certain product within the last year and export them to a .csv file is to create a segmentation rule based on the Product Name field. A segmentation rule is a one-time rule that matches prospects based on certain criteria and performs certain actions. You can create a segmentation rule that matches prospects who have the specific product name in the Product Name field and the action to export them to a .csv file. This way, you can get a one-time export of all the prospects who have the product name before it changes. An automation rule, a completion action, or a dynamic list are not suitable for this goal, as they are either recurring, real-time, or based on an activity, not a one-time export based on a field value. Reference [Segmentation Rules Overview]

NEW QUESTION # 128
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Salesforce Pass MC-201 Guaranteed And a 24/7 support system assists them whenever they are stuck in any problem or issue, Salesforce Pass MC-201 Guaranteed What payment options you offer, Salesforce Pass MC-201 Guaranteed And there are 24/7 customer assisting in case you may encounter any problems like downloading, Then the system will download the MC-201 test quiz quickly.

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