

# Latest MCE-Con-201 Test Notes - MCE-Con-201 Training Pdf



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## Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q52-Q57):

### NEW QUESTION # 52

LenoxSoft wants to use Salesforce to report on warm leads that are not yet marketing qualified. Once the leads become marketing qualified, the team wants to ensure the leads are routed correctly with the assigned user being correctly reflected in Marketing Cloud Account Engagement.

How could these requirements be met?

- A. Develop a Salesforce report that is only shared with Marketing users then use completion actions to assign leads.
- **B. Assign to queue that Marketing users own then use active assignment rules to reassign the leads.**
- C. Create a list of prospects that only Marketing users can see then use user queues to reassign the leads.
- D. Define market data sharing rules so Marketing can see prospects then use automation rules to assign the leads.

**Answer: B**

#### **NEW QUESTION # 53**

LenoxSoft would like to set custom scoring based on event attendance. What scoring options are available through the Marketing Cloud Account Engagement Connectors?

- **A. Webinar: Attended/NoShow/Registered Event :Checked In/Registered**
- B. Only Webinar & Event Attendance
- C. Webinar & Event invite. Registrations & Attendance
- D. Webinar & Event Registrations & Attendance

**Answer: A**

#### **NEW QUESTION # 54**

LenoxSoft added Engagement History metric fields to campaign page layouts in their Salesforce org. All of the values for the Engagement History metric fields are "0".

What could be the explanation for this experience?

- A. The engagement with those assets happened before the fields were added to the page layouts.
- B. The Marketing Cloud Account Engagement users do not have the Marketing Cloud Account Engagement permission set and cannot see the data.
- C. The data hasn't been refreshed in 24 hours so the values haven't been updated.
- **D. The campaign is not a connected campaign so the data is not syncing.**

**Answer: D**

#### **NEW QUESTION # 55**

LenoxSoft wants to test all elements of their email, including variable tags, link clicks, and how the email looks on all email. Which testing strategy should you recommend to the all the elements?

- A. Use multivariate test & Review email preview
- **B. Use rendering test and send to Test List**
- C. Use individual email test
- D. Use A/B test

**Answer: B**

#### **NEW QUESTION # 56**

You want to assign prospects to a specific sales user when that prospect submits a form and is from region EMEA. What tool do you need to use?

- **A. Automation Rule**
- B. Dynamic List
- C. Segmentation Rule
- D. Completion Action

**Answer: A**

## NEW QUESTION # 57

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