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## Most MCE-Con-201 Reliable Questions & Free PDF Quiz Salesforce Realistic Valid Salesforce Certified Marketing Cloud Engagement Consultant Test Pdf

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### Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q34-Q39):

#### NEW QUESTION # 34

While reviewing the Velocity section of the Pipeline Report in the B2B Marketing Analytics App, a Marketing Cloud Account

Engagement administrator notices that it is taking prospects an average of 30 days to get from the Visitor stage to the Prospect stage. The admin wants to decrease this to 15 days. What next steps should decrease the transition time?

- A. Offer more conversion points for visitors such as Marketing Cloud Account Engagement forms and landing pages.
- B. Improve lead qualification efficiency by using automation rules to pass leads over to Sales.
- C. Create lead nurturing programs to help the Sales team nurture leads until their deals close.
- D. **Refine scoring and grading models to only give the Sales team the most qualified leads.**

**Answer: D**

#### **NEW QUESTION # 35**

What activities can be done in Marketing Cloud Account Engagement's engagement program?

- A. Trigger, activity and rule
- B. Trigger, activity and check
- C. Trigger, listen and check
- D. **Trigger, action and rule**

**Answer: D**

#### **NEW QUESTION # 36**

When warming a dedicated IP, what would support good delivery rates with initial email sends and build the IP's sending reputation?

- A. Segment cold prospects with a low score to reengage for initial email sends.
- B. Segment prospects with free email service providers for initial email sends.
- C. **Segment internal employees with high scores for initial email sends.**
- D. Segment the best and most active contacts for initial email sends.

**Answer: C**

#### **NEW QUESTION # 37**

Which is true about Marketing Cloud Account Engagement File Hosting limits

- A. Marketing Cloud Account Engagement Growth Edition: 1GB Marketing Cloud Account Engagement Plus Edition: 5GB Marketing Cloud Account Engagement Advanced Edition: 10GB
- B. Marketing Cloud Account Engagement Growth Edition: 500MB Marketing Cloud Account Engagement Plus Edition: 2GB Marketing Cloud Account Engagement Advanced Edition: 5GB
- C. **Marketing Cloud Account Engagement Growth Edition: 100MB Marketing Cloud Account Engagement Plus Edition: 500MB Marketing Cloud Account Engagement Advanced Edition: 10GB**
- D. No limits at all

**Answer: C**

#### **NEW QUESTION # 38**

Which editions of Marketing Cloud Account Engagement provides Business Units and Einstein functionalities

- A. Marketing Cloud Account Engagement Plus Edition and Marketing Cloud Account Engagement Advanced Edition
- B. **Only Marketing Cloud Account Engagement Advanced Edition and it includes 2 Business Units, then each subsequent costs 2 000\$/month**
- C. All
- D. Only Marketing Cloud Account Engagement Advanced Edition and it includes unlimited Business Units

**Answer: B**

## NEW QUESTION # 39

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