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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 (Q248-Q253):

NEW QUESTION # 248

A marketer is creating a new segmentation rule in Marketing Cloud Account Engagement. Which option accurately defines the capabilities of a segmentation rule?

- A. Segmentation rules are used to score and grade prospects.
- **B. Segmentation rules are used to segment prospects based on their activities and demographic data.**
- C. Segmentation rules are used to assign prospects to users in Salesforce.
- D. Segmentation rules are used to create new forms for prospects to fill out.

Answer: B

Explanation:

The option that accurately defines the capabilities of a segmentation rule is that segmentation rules are used to segment prospects based on their activities and demographic data. A segmentation rule is a type of rule that allows marketers to segment their prospects based on specific criteria, such as field values, activities, or scores. A segmentation rule can be used to create dynamic lists, add prospects to campaigns, or apply tags or completion actions. Segmentation rules are not used to create new forms, score and grade prospects, or assign prospects to users in Salesforce, as these are different functions that require different tools¹. Reference: 1: Segmentation Rules

NEW QUESTION # 249

What are two benefits of the engagement studio testing experience?
Choose 2 answers

- A. Evaluating email template options for the program
- B. Understanding the timeline of the program
- **C. Measuring a specific step's performance**
- **D. Visualizing a prospect's possible paths**

Answer: C,D

Explanation:

According to the Salesforce documentation, the two benefits of the engagement studio testing experience are: B) Visualizing a prospect's possible paths, and D) Measuring a specific step's performance. The engagement studio testing experience is a feature that allows users to test and troubleshoot their engagement studio programs before launching them. The testing experience can help users to: Visualize a prospect's possible paths: The testing experience can show the user how a prospect can move through the program based on different scenarios and outcomes. The user can see the positive, negative, and neutral paths that a prospect can take after each step, and the actions and emails that the prospect will receive. The user can also see the number of prospects that are expected to take each path based on the current recipient list. Measuring a specific step's performance: The testing experience can show the user the performance metrics of each step, such as the number and percentage of prospects who have completed, skipped, or are waiting for the step. The user can also see the email metrics of each email step, such as the number and percentage of prospects who have opened, clicked, or unsubscribed from the email. The user can use these metrics to evaluate and optimize the effectiveness of each step. Evaluating email template options for the program or understanding the timeline of the program are not benefits of the engagement studio testing experience, as they are related to other aspects of the program creation, such as choosing the email content or setting the wait times. Reference: Salesforce documentation

NEW QUESTION # 250

Completion actions only affect prospects not visitors?

- A. False
- **B. True**

Answer: B

Explanation:

Completion actions are actions that Marketing Cloud Account Engagement executes after a prospect successfully completes a desired activity, such as submitting a form or clicking a custom link. Completion actions only affect prospects, not visitors, because

visitors are anonymous and have not been identified by Marketing Cloud Account Engagement yet

NEW QUESTION # 251

An administrator wants to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out. If a prospect later opts back in, they should be added back to the list. How should the list be created?

- A. Use a dynamic list to automatically add or remove prospects based on the form completion and their opt out status.
- B. Use a completion action on the form to automatically add anyone who completes it to the list.
- C. Use table actions to add prospects to the list if they've filled out the form, but haven't opted out from communications.
- D. Use an automation rule to automatically add or remove prospects to the list if they submit the form, but aren't opted out.

Answer: A

Explanation:

The best way to create a list that contains all prospects who complete the Contact Us form, but will later remove any prospects if they become marked as opted out, is to use a dynamic list. A dynamic list is a list that automatically adds or removes prospects based on criteria that you define. In this case, the criteria would be based on the form completion and the opt out status of the prospect. A dynamic list would also add prospects back to the list if they opt back in. The other options are not as efficient or effective as a dynamic list, as they would require manual intervention or additional automation steps

NEW QUESTION # 252

LenoxSoft needs their form to post directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission.

Which Marketing Cloud Account Engagement tool should they use?

- A. Marketing Cloud Account Engagement Form
- B. Form Handler
- C. Dynamic Content
- D. Custom Redirect

Answer: B

Explanation:

To post a form directly to a third-party platform as well as Marketing Cloud Account Engagement upon submission, LenoxSoft should use the form handler tool in Marketing Cloud Account Engagement. This tool allows them to use their own forms while still sending the data to Marketing Cloud Account Engagement. They can specify the third-party platform's URL as the post URL in the form handler settings and map the form fields to Marketing Cloud Account Engagement fields. Reference: [Marketing Cloud Account Engagement Form Handler]

NEW QUESTION # 253

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