



>> MC-201적중율 높은 시험덤프 <<

Fast2test는 완전히 여러분이 인증시험 준비와 안전한 시험패스를 위한 완벽한 덤프제공 사이트입니다.우리 Fast2test의 덤프들은 응시자에 따라, 시험, 시험방법에 따라 알맞춤한 퍼펙트한 자료입니다.여러분은 Fast2test의 알맞춤 덤프들로 아주 간단하고 편하게 인증시험을 패스할 수 있습니다.많은 MC-201인증관련 응시자들은 우리 Fast2test가 제공하는MC-201 문제와 답으로 되어있는 덤프로 자격증을 취득하셨습니다.우리 Fast2test 또한 업계에서 아주 좋은 이미지를 가지고 있습니다.

최신 Salesforce Marketers MC-201 무료샘플문제 (Q283-Q288):

질문 # 283

If the information in Salesforce differs from the information in Marketing Cloud Account Engagement, by default what information will be kept?

- A. The information in Salesforce will override the information in Marketing Cloud Account Engagement
- B. The differing information will be deleted from both Salesforce and Marketing Cloud Account Engagement, which may result in blank records
- C. The information in Marketing Cloud Account Engagement will override the information in Salesforce
- D. All information will be kept, which may result in two records for one person

정답: A

설명:

https://help.salesforce.com/articleView?id=Marketing_Cloud_Account_Engagement_default_prospect_field_mapping.htm&type=5

Explanation:

By default, if the information in Salesforce differs from the information in Marketing Cloud Account Engagement, the information in Salesforce will override the information in Marketing Cloud Account Engagement. This means that Salesforce is the master source of truth for most fields, and any changes made in Salesforce will overwrite the values in Marketing Cloud Account Engagement.

However, this behavior can be customized for each field in Marketing Cloud Account Engagement, by choosing one of the following options: Use Marketing Cloud Account Engagement's value, Use Salesforce's value, or Use the most recently updated record. You can also prevent a field from syncing at all by choosing Do not sync. For more details -> 45

질문 # 284

What information is required when creating a prospect manually?

- A. Campaign, Email, Profile, Score
- B. Campaign, Email, Full Name, Profile
- C. Campaign, Company, Email, Score
- D. Account, Email, Profile, Score

정답: A

설명:

The information that is required when creating a prospect manually is campaign, email, profile, and score. A prospect is a potential customer who has expressed some interest in your products or services, and whose information you have captured in Marketing Cloud Account Engagement. You can create a prospect manually in Marketing Cloud Account Engagement by entering their information in a form, or by importing them from a file. When creating a prospect manually, you need to provide the following information:

Campaign: The marketing initiative that you use to track the first touch point with the prospect, such as a trade show, a webinar, or a Google Ad. You can select a campaign from the drop-down menu, or use the default campaign that you set in your account settings.

Email: The email address of the prospect, which is used as the unique identifier for the prospect record. You need to enter a valid email address for the prospect, or the prospect will not be created.

Profile: The category that you use to segment your prospects based on their characteristics, such as industry, role, or product interest. You can select a profile from the drop-down menu, or use the default profile that you set in your account settings.

Score: The numerical value that indicates the level of interest or engagement of the prospect in your products or services. You can enter a score for the prospect, or use the default score of 0 that is assigned to new prospects.

Other information that you can provide when creating a prospect manually are:

First Name: The first name of the prospect, which can be used for personalization or segmentation.

Last Name: The last name of the prospect, which can be used for personalization or segmentation.

Company: The name of the company that the prospect works for, which can be used for reporting or segmentation.

Website: The URL of the website that the prospect visits or owns, which can be used for tracking or segmentation.

Assign To: The user that you want to assign the prospect to, who will be responsible for following up with the prospect. You can select a user from the drop-down menu, or use the default user that you set in your account settings.

질문 # 285

Opportunities in Salesforce must be tied to a Contact syncing with Marketing Cloud Account Engagement for them the opportunity

to be created in Marketing Cloud Account Engagement.

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

정답: B

설명:

Opportunities in Salesforce must be tied to a contact syncing with Marketing Cloud Account Engagement for them to be created in Marketing Cloud Account Engagement. This means that the opportunity must have at least one contact role in Salesforce, and that contact must be syncing with a prospect in Marketing Cloud Account Engagement. If the opportunity does not have any contact roles, or the contact is not syncing with Marketing Cloud Account Engagement, the opportunity will not be created in Marketing Cloud Account Engagement. This is because Marketing Cloud Account Engagement needs a prospect to associate the opportunity with, and the contact role is the link between the opportunity and the prospect. For more details -> 91011

질문 # 286

A marketer wants to assign prospect to a group of users if the prospects meet the following criteria:

- * Score greater than 100
- * Grade greater than a B
- * Has completed a form on any landing page
- * Has a "Product of Interest" field value of either A or B

What automation tool could be used to assign the prospects?

- A. Completion actions on each Form
- B. Completion actions on each landing page
- C. A segmentation rule with the groups
- **D. An automation rule with rule groups**

정답: D

설명:

In Pardot, the best tool to use for assigning prospects to a group of users based on specific criteria is an automation rule with rule groups. Automation rules allow for the creation of complex criteria that prospects must meet to trigger certain actions. In this scenario, the rule would check for prospects with a score greater than 100, a grade greater than B, completion of any form on a landing page, and a "Product of Interest" field value of either A or B. Once a prospect meets these conditions, the automation rule can then assign them to the specified group of users. This method is efficient for processing large numbers of prospects automatically and continuously, which is not as feasible with completion actions on forms or landing pages, or with a one-time use segmentation rule.

질문 # 287

Why is a reCAPTCHA displayed when I did not choose to display it?

- **A. At form submission Marketing Cloud Account Engagement pings a database of known spammers and when a match is found automatically displays a reCAPTCHA.**
- B. At form submission Marketing Cloud Account Engagement pings a database of known prospects and when a match is found automatically displays a reCAPTCHA.

정답: A

설명:

A reCAPTCHA is displayed when you did not choose to display it because Marketing Cloud Account Engagement pings a database of known spammers and when a match is found automatically displays a reCAPTCHA. This is a security measure that helps prevent spam bots from submitting your forms and creating fake prospects. You can also choose to always display a reCAPTCHA on your forms or form handlers, or to never display a reCAPTCHA on your forms.

질문 # 288

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- [illegible]