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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 (Q134-Q139):

NEW QUESTION # 134

What is the process to add a prospect who visits a pricing page to a list?

- A. Create a segmentation rule
- **B. Create a page action**
- C. Use a Tag
- D. Create an automation rule

Answer: B

Explanation:

The process to add a prospect who visits a pricing page to a list is to create a page action. A page action is a feature that allows you to track and act on the behavior of prospects who visit specific pages on your website, such as your pricing page, product page, or thank you page. You can use page actions to perform actions on the prospects who visit the page, such as adding them to a list, assigning them to a user, or changing their field values. You can also use page actions to customize the content or layout of the page based on the prospect's attributes or behaviors³. To create a page action, you need to specify the URL of the page that you want to track, and the actions that you want to execute when a prospect visits the page. For example, you can create a page action that matches the URL of your pricing page, and adds the prospect to a list of pricing page visitors.

NEW QUESTION # 135

What does the Data.com connector allow you to do?

- **A. Quickly jump into the Data.com results for a prospect or their company**
- B. Connect with your meeting software
- C. Sync all your prospects to Salesforce

Answer: A

Explanation:

The Data.com connector allows you to quickly jump into the Data.com results for a prospect or their company. This feature enables you to access additional information and insights about your prospects and accounts from Data.com, such as industry, revenue, employee count, contact details and more. The Data.com connector does not sync your prospects to Salesforce, connect with your meeting software or do anything else.

NEW QUESTION # 136

You can set up Marketing Cloud Account Engagement to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account.

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

Answer: B

Explanation:

You can set up Marketing Cloud Account Engagement to automatically send weekly reports on the keywords and competitor monitoring that you have set up on your account. This is a feature of Marketing Cloud Account Engagement's Search Marketing, which allows you to track and optimize your website's SEO performance and compare it with your competitors. You can enable the weekly search marketing email in your user preferences, and choose which metrics and competitors you want to include in the report⁵⁶ Reference: 5: Marketing Cloud Account Engagement Competitor Monitoring: Spy on Competitor SEO Health⁶: Understanding Marketing Cloud Account Engagement Notifications for User Email Preferences

NEW QUESTION # 137

Your client is looking for a way to increase the quality of leads that are being passed from marketing to sales. What advice do you offer?

- A. Implement a blended lead scoring and grading system
- B. Only pass on leads that are very active on your site no matter the company profile.
- C. Automatically assign all leads to sales reps in a round-robin system
- D. Add more landing pages and forms to your site to increase the number of conversion opportunities.

Answer: A

Explanation:

According to the Salesforce documentation, the advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales is: B) Implement a blended lead scoring and grading system. A lead scoring and grading system is a feature that allows users to measure and qualify the prospects based on their level of interest and fit for the business. A lead scoring and grading system can help users to prioritize and segment the prospects, and to pass the most qualified leads from marketing to sales. A lead scoring and grading system consists of two components: scoring and grading. Scoring is a numerical value that indicates the level of interest and engagement of a prospect, based on their activities, such as opening an email, clicking a link, or submitting a form. Scoring can be done automatically by the default scoring model in Marketing Cloud Account Engagement, or manually by customizing the scoring rules. Grading is a letter value that indicates the level of fit of a prospect, based on their attributes, such as industry, job title, location, or company size. Grading can be done manually by creating profiles and matching them with the prospect's information. By implementing a blended lead scoring and grading system, the client can increase the quality of leads that are being passed from marketing to sales, as they can identify the prospects who have both a high score and a high grade, meaning that they are both interested and suitable for the business. Only passing on leads that are very active on the site no matter the company profile, automatically assigning all leads to sales reps in a round-robin system, or adding more landing pages and forms to the site to increase the number of conversion opportunities are not the best advice that should be offered to the client who is looking for a way to increase the quality of leads that are being passed from marketing to sales, as they are either ineffective, inefficient, or irrelevant ways of qualifying and prioritizing the leads. Reference: Salesforce documentation

NEW QUESTION # 138

A Marketing Cloud Account Engagement administrator wants to enable bot protection on their forms.

Which two Account Engagement form settings would accomplish this?

Choose 2 answers

- A. Dependent Fields
- B. reCaptcha
- C. Enable HTTPS
- D. Honeypot Technique

Answer: B,D

Explanation:

In Salesforce Pardot, enhancing form security and preventing bot submissions can be effectively managed using two specific settings: reCaptcha and the Honeypot Technique.

reCaptcha: This is a service provided by Google that helps protect websites from spam and abuse. A "CAPTCHA" is a turing test to tell human and bots apart. It is easy for humans to solve, but hard for "bots" and other malicious software to figure out. By integrating reCaptcha, forms can verify that the person submitting the form is indeed a human, thus adding a layer of security against automated attacks.

Honeypot Technique: This is a clever and non-intrusive method of detecting bots. It involves adding an additional field to the form that is invisible to human users but visible to bots. The principle here is that while a human won't see or interact with this hidden field, a bot will typically attempt to fill it out. When the form is submitted, if data is found in the honeypot field, the submission can be flagged as coming from a bot and thus be ignored or handled differently.

Both options are specifically tailored to enhance the security of forms in Pardot, helping to mitigate unwanted bot traffic and ensuring that engagement and leads generated are genuine.

NEW QUESTION # 139

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