

Quiz 2026 Salesforce Professional MCAE-Con-201: New Salesforce Certified Marketing Cloud Account Engagement Consultant Test Forum



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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q117-Q122):

NEW QUESTION # 117

LenoxSoft offers a range of products and each product has a unique website with a custom domain. They want to build landing pages in Marketing Cloud Account Engagement for upcoming webinars that appear to have a webpage URL that appropriately coordinates with the featured product.

What should be done to ensure each landing page URL looks like it is a part of the unique product website?

- A. Create one tracking domain from the main LenoxSoft URL, then manually change the URLs when creating the landing page to contain the product name.
- **B. Create multiple tracker domains, one for each product website, and apply the appropriate domain when building the landing pages.**
- C. Create a custom redirect URL using the product name for each landing page and apply the custom redirect URL when building the landing page.
- D. Create a page action for each landing page, including an action to automatically change the landing page vanity URL to the appropriate product name.

Answer: B

NEW QUESTION # 118

There is Custom Field Type in Marketing Cloud Account Engagement called CRM User

- A. True
- B. False

Answer: A

NEW QUESTION # 119

A customer is placing Marketing Cloud Account Engagement tracking code on their website and doesn't understand how first-party tracking differs from third-party tracking.

How would a consultant explain the difference?

- A. First-party tracking is domain-based while third-party tracking is campaign-based.
- B. First-party tracking is not an option in Marketing Cloud Account Engagement, while third-party tracking is.
- C. First-party tracking does not use cookies, while third-party tracking does.
- D. First-party tracking tracks prospects across different website domains, while third-party tracking does not.

Answer: D

NEW QUESTION # 120

"LenoxSoft's marketing team wants to track which of their white papers converts the most net new leads so they can write more like it.

What actions should be taken to ensure they can report on the statistics in Salesforce?

- A. Add custom redirects for each white paper > add completion actions: add to Salesforce campaign and assign to user
- B. Upload files to Marketing Cloud Account Engagement > create an engagement program with actions: add to Salesforce campaign and assign to user
- C. Enable connected campaigns and campaign member sync > add files to Marketing Cloud Account Engagement with completion action: assign to user
- D. Create a form to gate each white paper > add completion actions: add to Salesforce campaign and assign to user

Answer: D

NEW QUESTION # 121

What is true about page actions? [Choose three answers]

- A. It is possible to use URL wildcard by adding * to the end of the URL.
- B. You cannot use auto responder emails with page actions.
- C. You cannot set the prospect's source campaign with page actions.
- D. You can define a page to be a priority page to highlight the activity to Sales reps and other users.

Answer: A,B,D

NEW QUESTION # 122

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