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100% Pass 2026 Accurate MC-201: Pass Salesforce Certified Marketing Cloud Account Engagement Specialist Guarantee

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q211-Q216):

NEW QUESTION # 211

When would a completion action on a custom redirect be triggered?

- A. Completion actions will apply to visitors on the first time a custom redirect is clicked.

- B. Completion actions for custom redirects will only apply to prospects once they have been assigned.
- C. Completion actions will apply to visitors who convert to prospects after clicking on a custom redirect.
- **D. Completion actions for custom redirects will only apply to existing prospects.**

Answer: D

Explanation:

A completion action on a custom redirect will be triggered when an existing prospect clicks on the custom redirect. A custom redirect is a trackable link that can be used to measure the engagement of prospects with external content, such as a website, a PDF, or a video. A completion action is an automated task that can be performed after a prospect takes a certain action, such as clicking on a custom redirect. Completion actions for custom redirects will only apply to existing prospects, meaning prospects who have already been identified by Marketing Cloud Account Engagement through a form, a landing page, or an email⁴. Reference: Marketing Cloud Account Engagement Custom Redirects

NEW QUESTION # 212

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. True**
- B. False

Answer: A

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 # 213

What Information does the tooltip above each step on the engagement studio program report provide?

- A. High-level metrics only for prospects who left the program at each step
- B. High-level metrics only for prospects waiting to complete each step
- C. High-level metrics only for prospects who have skipped each step
- **D. High-level metrics only for prospects who have completed the step**

Answer: D

Explanation:

According to the Salesforce documentation, the information that the tooltip above each step on the engagement studio program report provides is high-level metrics only for prospects who have completed the step. An engagement studio program report is a report that shows the performance and results of an engagement program, such as the number of prospects, emails, and conversions. The tooltip above each step on the program report shows the number and percentage of prospects who have completed that step, as well as the number and percentage of prospects who have taken the positive, negative, or neutral path after that step. The tooltip does not show the metrics for prospects who are waiting to complete, who have left, or who have skipped each step, as these are shown in other sections of the report. Reference: Salesforce documentation

NEW QUESTION # 214

How can you set a prospect's first touch campaign?

- **A. Using completion actions**
- B. None of the above
- C. Using segmentation rules.
- D. Using automation rules.

Answer: A

Explanation:

A prospect's first touch campaign is the campaign that is associated with the prospect when they are created in Marketing Cloud Account Engagement. This campaign can be set using completion actions, which 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 can be configured to change the prospect's campaign to the one that is associated with the form or custom link.

NEW QUESTION # 215

By default (using business accounts) Marketing Cloud Account Engagement creates new records as:

- **A. Leads**
- B. Contacts

Answer: A

Explanation:

By default (using business accounts), Marketing Cloud Account Engagement creates new records as leads in Salesforce. This means that when a prospect is assigned to a user in Marketing Cloud Account Engagement, and there is no matching lead or contact in Salesforce, Marketing Cloud Account Engagement will create a new lead record in Salesforce and sync with it. However, you can also configure Marketing Cloud Account Engagement to create new records as contacts or person accounts in Salesforce, depending on your preference. To do this, you need to enable the option in the Salesforce connector settings in Marketing Cloud Account Engagement, and make sure that the connector user has the appropriate permissions in Salesforce. For more details -> 151617

NEW QUESTION # 216

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Michael is the co-author of The Case for Virtual Business Processes, published MC-201 by Cisco Press, David's blogs have attracted hundreds of thousands of loyal fans who read and are inspired by his writing every day.

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