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## Salesforce Popular MC-201 Exams: Salesforce Certified Marketing Cloud Account Engagement Specialist - Itcertking 10 Years of Excellence

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## Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q51-Q56):

### NEW QUESTION # 51

Which trigger step would a user place in an engagement studio program to look for a Marketing Cloud Account Engagement form submission that is on an Account Engagement landing page?

- A. Landing page trigger
- B. Form trigger
- C. Activity trigger
- D. Custom redirect trigger

**Answer: A**

Explanation:

A trigger step is a type of step in an Engagement Studio program that allows marketers to check whether a prospect has completed a specific activity, such as submitting a form, clicking a link, or opening an email. The trigger step that a user would place in an Engagement Studio program to look for a Marketing Cloud Account Engagement form submission that is on an Account

Engagement landing page is a landing page trigger. A landing page trigger checks whether a prospect has viewed or submitted a landing page that is hosted by Marketing Cloud Account Engagement. A custom redirect trigger, a form trigger, or an activity trigger are not suitable for looking for a Marketing Cloud Account Engagement form submission that is on an Account Engagement landing page, as they either check for different types of activities, or require a different type of form or landing page3. Reference: 3: Engagement Studio Triggers

#### NEW QUESTION # 52

LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in.

Which field type should they leverage?

- A. Dropdown
- B. Checkbox
- C. TextArea
- D. Multi-Select

#### Answer: A

Explanation:

If LenoxSoft wants to provide a list of their products on their "Contact Us" form and ask prospects to select only one product they are most interested in, they should leverage the dropdown field type. A dropdown field is a single-select field that allows the prospect to choose one option from a predefined list. A dropdown field can be used to capture information such as product interest, industry, or country. A dropdown field can also be used as a controlling field for dependent fields5. Reference: Marketing Cloud Account Engagement Form Field Types

#### NEW QUESTION # 53

There are absolutely no restrictions on how you assign custom users abilities.

- A. True
- B. False

#### Answer: B

Explanation:

According to the Salesforce documentation, the answer is false. There are some restrictions on how you assign custom users abilities. A custom user is a user who has a custom role assigned to them in Marketing Cloud Account Engagement. A custom role is a feature that allows users to create and assign custom permissions and access levels to other users in Marketing Cloud Account Engagement. A custom role can be created and managed by the administrator in the Admin tab in Marketing Cloud Account Engagement, and it can be assigned to new or existing users. A custom role can be assigned to a user by using different methods, such as editing an existing default role, assigning new users during the import process, or adding a batch of existing users using table actions. However, there are some restrictions on how you assign custom users abilities, such as:

You cannot assign a custom user the ability to create or edit other users, roles, or connectors. This ability is reserved for the administrator only, and it cannot be delegated to a custom user.

You cannot assign a custom user the ability to access or edit the data or settings of another user, unless the custom user is the manager of that user. A manager is a user who is responsible for overseeing and managing other users, and who can view and edit their data or settings. A manager can be assigned to a user in the user record, and they can have a custom role or a default role.

You cannot assign a custom user the ability to access or edit the data or settings of a prospect, unless the custom user is the owner or the assigned user of that prospect. An owner is a user who created the prospect in Marketing Cloud Account Engagement, and who can view and edit their data or settings. An assigned user is a user who is assigned to the prospect in Marketing Cloud Account Engagement, and who can view and edit their data or settings. An owner or an assigned user can be assigned to a prospect in the prospect record, and they can have a custom role or a default role.

#### NEW QUESTION # 54

Which two activities can automatically increase a prospects score using the default scoring model? Choose 2 answers

- A. A prospect being converted from a Lead to a Contact
- B. A prospect clicking on a tracked link in an email

- C. A prospect sending an email to their assigned user
- D. A prospect submitting a form on a landing page

**Answer: B,D**

Explanation:

According to the Salesforce documentation, the default scoring model in Marketing Cloud Account Engagement assigns points to prospects based on their activities, such as clicking a link in an email, submitting a form, or visiting a landing page. These activities indicate the level of interest and engagement of the prospects, and help prioritize them for sales follow-up. Converting a lead to a contact or sending an email to the assigned user are not activities that automatically increase the prospect's score, unless they are customized in the scoring rules. Reference: Salesforce documentation

#### **NEW QUESTION # 55**

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 who have completed the step
- C. High-level metrics only for prospects who have skipped each step
- D. High-level metrics only for prospects waiting to complete each step

**Answer: B**

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 # 56**

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After this listing, we will look at the script one line at a time and discuss the MC-201 impact of each command, When you are entering your code, Xcode automatically inserts matching curly and square brackets when you type the first bracket.

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