

Salesforce MC-201 Discount Code | New MC-201 Test Test

Test Utterance	Service Agent	Topic Identification	Action Sequence	Outcome Validation
1. Where is my order?	Agent Results	Pass	Pass	Pass - The agent correctly identified the order status etc.
2. Can I change the shipping a...	Agent Results	Pass	Pass	Pass - The agent successfully updated the shipping address.
3. How can I track my package?	Agent Results	Pass	Pass	Pass - The agent successfully guided the user to the track...
4. I need to update my payme...	Agent Results	Pass	Fail	Fail - The agent did not process the payment method up...
5. What is the status of my ret...	Agent Results	Pass	Pass	Pass - The agent accurately reported the return status etc.
6. Do you offer expedited shi...	Agent Results	Pass	Pass	Pass - The agent presented expedited shipping options e...
7. Can I cancel my order and g...	Agent Results	Pass	Pass	Pass - The agent effectively processed the order cancelat...
8. How do I create an account...	Agent Results	Pass	Fail	Fail - The agent failed to assist in account creation due to...
9. I forgot my password, how c...	Agent Results	Pass	Pass	Pass - The agent provided password reset instructions etc.
10. What is your return policy?	Agent Results	Pass	Pass	Pass - The agent clearly detailed the return policy, includ...
11. Do you offer international s...	Agent Results	Pass	Pass	Pass - The agent confirmed the availability of international...
12. Can I add a gift message to...	Agent Results	Pass	Pass	Pass - The agent successfully added a gift message to th...
13. How do I update my billing...	Agent Results	Pass	Pass	Pass - The agent accurately updated the billing address...
14. Is there a way to expedite th...	Agent Results	Pass	Pass	Pass - The agent explained that expedited shipping woul...

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Salesforce Certified Marketing Cloud Account Engagement Specialist Sample Questions (Q212-Q217):

NEW QUESTION # 212

Your client wants to filter out their own IP address that is currently skewing their results. What do you recommend they use?

- A. Add rules to the Marketing Cloud Account Engagement tracking code.
- B. Completion Actions with a filter
- C. An Automation Rule
- **D. Visitor Filters**

Answer: D

Explanation:

You can use visitor filters to filter out your own IP address that is currently skewing your results. Visitor filters are rules that allow you to exclude certain IP addresses or ranges from your visitor data and reports. This can help you avoid counting your own visits or those of your employees, partners, or vendors as prospects and skewing your analytics. You can create visitor filters by entering the

IP addresses or ranges that you want to exclude in the administration settings.

Answer A is incorrect because you cannot use an automation rule to filter out your own IP address. An automation rule is a criteria-based action that is triggered when a prospect matches the rule. You can use automation rules to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not filtering them out. Answer B is incorrect because you cannot add rules to the Marketing Cloud Account Engagement tracking code to filter out your own IP address. The Marketing Cloud Account Engagement tracking code is a snippet of JavaScript code that you can add to your website pages to track visitor and prospect activity. You can customize the tracking code to enable or disable certain features, such as first-party cookies, campaign tracking, or opt-in preferences, but not visitor filters. Answer C is incorrect because you cannot use completion actions with a filter to filter out your own IP address. A completion action is a task that is performed after a prospect successfully completes a marketing element, such as a form, landing page, or custom redirect. You can use completion actions to perform various actions on prospects, such as sending emails, adjusting scores, changing campaigns, or adding tags, but not filtering them out. Reference: [Visitor Filters], [Automation Rules], [Marketing Cloud Account Engagement Tracking Code], Completion Actions

NEW QUESTION # 213

Which adheres most closely to email sending best practices?

- A. Send plain text only emails in order to increase engagement rates.
- B. When possible, send emails on Monday mornings in order to stay top of mind throughout the week.
- **C. Establish a consistent, predictable cadence for your email communications.**
- D. Make sure that all emails have a high image-to-text ratio.

Answer: C

Explanation:

According to the Salesforce documentation, the option that adheres most closely to email sending best practices is: B) Establish a consistent, predictable cadence for your email communications. Email sending best practices are guidelines that help users to create and send effective and engaging emails to their prospects and customers. Email sending best practices can cover different aspects of email marketing, such as content, design, deliverability, and performance. One of the email sending best practices is to establish a consistent, predictable cadence for your email communications, meaning that you should send your emails at regular intervals and frequencies, and that you should align your email sends with your audience's expectations and preferences. By establishing a consistent, predictable cadence for your email communications, you can build trust and loyalty with your subscribers, increase your open and click rates, and avoid spam complaints or unsubscribes. When possible, sending emails on Monday mornings in order to stay top of mind throughout the week, sending plain text only emails in order to increase engagement rates, or making sure that all emails have a high image-to-text ratio are not the options that adhere most closely to email sending best practices, as they are either ineffective, outdated, or detrimental options for email marketing. Reference: Salesforce documentation

NEW QUESTION # 214

How can an admin find the number of mailable prospects in their database?

- A. Navigate to the overview section
- **B. Navigate to the prospect list and select "Mailable Prospects"**
- C. View all Segmentation lists
- D. View the sync queue

Answer: B

Explanation:

Mailable prospects are prospects who have opted in to receive email communication from you and have not bounced or unsubscribed. You can find the number of mailable prospects in your database by navigating to the prospect list and selecting "Mailable Prospects" from the dropdown menu. You can also filter the list by tags, campaigns, or custom fields to segment your mailable prospects. Reference: [Mailable Prospects], [Filter Prospects]

NEW QUESTION # 215

A marketing user wants to send an email template to a prospect list, but the specific email template isn't available to choose when sending a new list email.

How should the user resolve this issue?

- A. Edit the list to be available for "Email Templates"
- **B. Edit the email template to make it available for "List Emails"**
- C. Edit the email template and choose the appropriate list
- D. Edit the list to be available for "Email Sending"

Answer: B

Explanation:

According to the Salesforce documentation, the user should resolve the issue of not being able to choose the specific email template when sending a new list email by editing the email template to make it available for "List Emails". An email template is a reusable design that defines the content and layout of an email. An email template can be configured to be available for different types of email sends, such as one-to-one emails, list emails, or autoresponders. A list email is an email that is sent to a specific list of prospects, such as a newsletter or a promotion. To use an email template for a list email, the user must edit the email template and check the box for "List Emails" in the email template settings. This will make the email template available to choose when sending a new list email. Editing the list to be available for "Email Sending", "Email Templates", or editing the email template and choosing the appropriate list are not the correct ways to resolve the issue of not being able to choose the specific email template when sending a new list email, as they are either irrelevant or incorrect options for the list or the email template settings. Reference: Salesforce documentation

NEW QUESTION # 216

What information is required when creating a prospect manually?

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

Answer: B

Explanation:

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.

NEW QUESTION # 217

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