

MCAE-Con-201 Valid Test Notes - MCAE-Con-201 Latest Questions



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Quiz 2026 Salesforce MCAE-Con-201: Salesforce Certified Marketing Cloud Account Engagement Consultant Newest Valid Test Notes

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Salesforce Certified Marketing Cloud Account Engagement Consultant Sample Questions (Q162-Q167):

NEW QUESTION # 162

Select available Social Posting Connectors

- A. Twitter
- B. Instagram
- C. WhatsApp
- D. Facebook
- E. LinkedIn
- F. Tumblr
- G. Zone

Answer: A,D,E

NEW QUESTION # 163

What is true about scoring? [Choose one answer]

- A. Marketing Cloud Account Engagement will automatically assign prospects a score from F- to A+.
- B. Marketing Cloud Account Engagement comes with a scoring model that cannot be adjusted or changed.
- C. It is not possible to reset a prospect's score to 0.
- D. Salesforce opportunities can influence a prospect's score.

Answer: D

NEW QUESTION # 164

You have setup an automation rule to add 50 points to prospects who have had activity in the last 30 days and have submitted a specific landing page. You decide that you want to change this up to reflect more recent activity and open it up to all landing pages. You edit the rule criteria to reflect prospect last activity of 10 days or less and submission of any landing page and update the action to add 75 points instead. Which of the following statements is true?

- A. For all prospects who have already matched, no new actions will be applied.
- B. For all prospects who have already matched the rule, they will receive the 75 point completion action in addition to the 50 points they already received.
- C. For prospects who have already matched but also meet the new criteria, they will receive the 75 points in addition to the 50 points they already received.
- D. For all prospects who have already matched the rule, they will receive the 75 point completion action instead of the 50 points they already received.

Answer: A

NEW QUESTION # 165

When connecting Marketing Cloud Account Engagement for the first time to Salesforce, what is required before records will begin syncing?

- A. The Salesforce connector must be unpaused.
- B. User sync must be enabled in Marketing Cloud Account Engagement.
- C. Salesforce B2B Integration user must be created.
- D. Salesforce fields must be synced to Marketing Cloud Account Engagement fields.

Answer: A

NEW QUESTION # 166

There are a number of unassigned prospects in the Lenoxsoft database that have not been active in more than 60 days. An automation rule is set to assign prospects once they reach a score of 100. What automatic workflow can be created to prevent them from getting assigned?

- A. Create a segmentation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.
- B. Create a dynamic list based on the prospects time to adjust their score to 0 if they haven't been active in

60 days.

- C. Create an automation rule based on the prospects time to adjust their score to 0 if they haven't been active in 60 days
- D. Create a completion action based on the prospects time to adjust their score to 0 if they haven't been active in 60 days.

Answer: C

NEW QUESTION # 167

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
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