

MCE-Con-201 Exam Topics - MCE-Con-201 Practice Test Engine



New developments in the tech sector always bring new job opportunities. These new jobs have to be filled with the Salesforce Certified Marketing Cloud Engagement Consultant (MCE-Con-201) certification holders. So to fill the space, you need to pass the Salesforce Certified Marketing Cloud Engagement Consultant (MCE-Con-201) exam. Earning the Salesforce Certified Marketing Cloud Engagement Consultant (MCE-Con-201) certification helps you clear the obstacles you face while working in the Salesforce field. To get prepared for the Salesforce Certified Marketing Cloud Engagement Consultant (MCE-Con-201) certification exam, applicants face a lot of trouble if the study material is not updated. They are using outdated materials resulting in failure and loss of money and time.

Practice tests for MCE-Con-201 PdfDumps are best for self-assessment. This helps improve errors and strengthen preparation. The practice test is among the most beneficial features offered by TrainingDump to make sure that applicants are successful. It is advised to attempt the test multiple times. Every time you attempt the test, you'll be provided with a thorough result report which can help you be able to keep track of your work without any difficulty.

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MCE-Con-201 Practice Test Engine, New MCE-Con-201 Study Notes

The users will notice the above favorable qualities in the web-based Salesforce MCE-Con-201 Practice Test. But the distinguishing factor that will add to your comfort is that it is suitable for all operating systems (IOS, Macs, Androids, and Windows). The valuable part of this format is that it does not require frustrating installations or heavy plugins.

Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q168-Q173):

NEW QUESTION # 168

Several of the sales team members at LenoxSoft have shared that their customers are getting autoresponder emails, but they are not receiving other marketing sent emails. After investigating, they found that the leads and contacts in question are opted out. How should LenoxSoft enable these prospects to get marketing content again?

- A. Enable the prospect resubscribe feature in Marketing Cloud Account Engagement to allow prospects to opt back in.
- B. Run a permission pass effort to all of the leads and contacts who have opted out.
- C. Create an automation rule to clear the opt out field on the leads and contacts.

Answer: A

NEW QUESTION # 169

LenoxSoff's marketing team wants to use one repeating program to continually nurture cold and unengaged leads, but wants the content for the emails sent through the program to be tailored based on how many times the prospect has entered the program. They have decided to create a custom field called "Repeated Engagement" and increment that field by +1 each time a prospect enters the program.

Using this method, how should the team meet this need?

- A. Create dynamic content based on the "Repeated Engagement" field for use in the emails sent in the program.
- B. Use the "Repeated Engagement" field to both suppress prospects from the original program and add them to new programs.
- C. Create an automation rule that adds prospects to static lists to feed new programs after each entry.
- D. Use rule steps to send prospects down unique paths in the program based on the "Repeated Engagement" field value.

Answer: A

NEW QUESTION # 170

LenoxSoff wants to evenly assign prospects to their Sales team that meets either set of qualification criteria A. Qualified & Semi-Engaged Grade is greater than B+ and score is greater than 50. Mostly Qualified & Engaged Grade is greater than C+ and score is greater than 150. What ways would you recommend in this scenario?

- A. Rules -Rule Group - Match any: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match any: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- B. Rules -Rule Group - Match all: Prospect Grade great less than A+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than D+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin
- C. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user: Sales Round Robin
- D. Rules -Rule Group - Match all: Prospect Grade great than B+ Prospect Score is greater than 50 -Rule Group - Match All: Prospect Grade Greater than C+ Prospect Score is greater than 150 -Actions Assign prospect to user in group: Sales Round Robin

Answer: A

NEW QUESTION # 171

How many Scoring Categories is it possible to create

- A. 0
- B. 1
- C. 2
- D. 3

Answer: D

NEW QUESTION # 172

Which standard connectors can be activated in Marketing Cloud Account Engagement

- A. GoToWebinar
- B. Survey Monkey
- C. Olark

- D. Youtube

Answer: A,C

NEW QUESTION # 173

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