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Salesforce

MCE-Con-201

**Salesforce Certified Marketing Cloud Engagement
Consultant**



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Question: 1

You have been asked to create a form that gathers information from prospects. This information should be available in Marketing Cloud Account Engagement as well as a custom build community site. How would you achieve this?

- A. Create a website form that integrates with a Marketing Cloud Account Engagement form handler, details are submitted to the community site using Marketing Cloud Account Engagement API.
- B. Create a website form that submits the details to the community site and integrate it with a Marketing Cloud Account Engagement form handler.
- C. Create a Marketing Cloud Account Engagement form and via an automation rule submit the details to the community site.
- D. Create a Marketing Cloud Account Engagement form and via completion actions submit the details to the community site.

Answer: B

Question: 2

LenoxSoft currently has prospect and customer data located in their current email provider, spreadsheets from events, Salesforce, and LenoxSoft proprietary software. Specifically regarding their current email provider, what do you need to know before importing into Marketing Cloud Account Engagement to ensure a high deliverability rate in their initial Marketing Cloud Account Engagement email sends. Choose 2 answers:

- A. The date LenoxSoft last compared data between the email provider and Salesforce.
- B. How many emails a month were sent from the current email provider.
- C. When was the last time a prospect was emailed in their current email provider.
- D. Identify the currently mailable and unmailable prospects in their current email provider.

Answer: C D

Question: 3

LenoxSoft just purchased Marketing Cloud Account Engagement and will be migrating to Marketing Cloud Account Engagement from another marketing automation tool. On the initial kickoff call, the Marketing Manager shares their existing tool's contract ends in 3 weeks. Given the accelerated timeframe, what is the recommended first step?

- A. Install the Salesforce AppExchange Package and verify the Salesforce connector
- B. Complete the technical setup items and create Marketing Cloud Account Engagement users. Conduct a Strengths Weaknesses Opportunities and Threats (SWOT) analysis of their current marketing strategies
- C. Export all the data and assets from the existing tool
- D. Salesforce Connector User has 'Read1 permission to the custom object

Answer: C

Question: 4

LenoxSoft shows you a record where the prospect has many activities that are email clicks from the same email. Looking at the prospect's audits, you see visitor association changes where the prospect forwarded the email to colleagues who clicked the link in the email causing the cookie intended for the original recipient to track the colleagues. Which of the following is not a Marketing Cloud Account Engagement best practice for preventing this issue in the future?

- A. Use the "Forward to a friend" variable tag in Marketing Cloud Account Engagement emails
- B. Enable Kiosk mode on the Marketing Cloud Account Engagement form
- C. Enable the Marketing Cloud Account Engagement account setting "Prevent Cookie Crossing"
- D. Enable the "Not You?" link to display on the Marketing Cloud Account Engagement form

Answer: C

Question: 5

Lenoxsoft currently has prospect data in another email-sending platform, and they want to migrate it over to Marketing Cloud Account Engagement. The system has a list of mailable prospects and a list of unavailable prospects who unsubscribed/opted-out that do NOT exist in Salesforce. The marketing team wants to make sure that they stay complaint with the permission-based Marketing Policy while maintaining their database of unsubscribed/opted out prospects when they migrate this data over to Marketing Cloud Account Engagement. How should the data be imported?

- A. Import all prospect data and create a suppression list.

- B. Import only the list of mailable prospects in Marketing Cloud Account Engagement.
- C. Import unavailable prospects in Marketing Cloud Account Engagement; perform permission pass.
- D. Import unmailtoable prospects in Marketing Cloud Account Engagement; mark as global opt-out.

Answer: D

Question: 6

Lenoxsoft is transitioning from their current marketing automation platform to Marketing Cloud Account Engagement. They have a landing page that they wish to migrate over to Marketing Cloud Account Engagement and need to understand what steps are involved in order to maintain the page's existing look and feel. What are the necessary first steps to migrate this landing page over to Marketing Cloud Account Engagement while maintaining the page's existing look and feel?

- A. Import the HTML file into Marketing Cloud Account Engagement and apply it to the layout template
- B. Create a Marketing Cloud Account Engagement landing page and import HTML from the landing page HTML
- C. Create layout template and import HTML from the landing page URL
- D. Import the HTML file into Marketing Cloud Account Engagement and apply it to the landing page

Answer: C

Question: 7

LenoxSoft has a training portal for customers. A Marketing Cloud Account Engagement page action changes a Prospect's Engagement custom field to Engaged for any prospects who views the page. Customer who regularly engage with the portal have more success with the platform, and those with low engagement have a high rate of attrition. To encourage engagement with the portal, Lenoxsoft wishes to use this custom field as the basis to develop a Training Engagement Program that encourages prospects to sign up for a live webinar which promotes the portal. They have the following requirements. - Prospects with no Engagement custom field value should be added to the Training Engagement Program - If Prospects register for the Webinar and view the training portal, they are removed from the Training Engagement Program What steps should Lenoxsoft take to achieve these requirements?

- A. Create an automation rule with the criteria :: Prospect custom field : engagement:: blank :: Action if:: Add to List
- B. Create a dynamic list with the criteria :: Webinar:: Successful & Custom Prospect custom field.: engagement:: engaged :: Action of:: Remove from list
- C. Create a completion action with the criteria :: Webinar:: Successful & Custom Prospect custom field :: engagement:: engaged :: Action of:: Remove from list
- D. Create an automation rule : Prospect custom field [Engagement] is blank | Add to List

Answer: B

Question: 8

LenoxSoft wants to add 50 points to the scores for prospects who attended a webinar last month. How would you advise them to accomplish this?

- A. Create a new automation rule.
- B. Create a new segmentation rule.
- C. Add a completion action to the form the prospects completed to register for the webinar.
- D. Select all prospects in the webinar attendees table and use the table action at the bottom to add to their scores.

Answer: A

Question: 9

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site. Which sequence of steps should the Marketing Cloud Account Engagement Administrator take to automate this process?

- A. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).
- B. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.
- C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.
- D. Enable Visitor Filters for a specific IP range; Enable Page Actions to notify managers.

Answer: B

Question: 10

LenoxSoft wants to measure their brand awareness to raise their brand recognition for their company. The company wants to use Marketing Cloud Account Engagement to increase the number of impressions across their online channels. Which are the best reports to monitor impressions to help measure LenoxSoft's brand awareness of a period of time?

- A. Monitor no of visitors, social post engagements and natural search reports month over month
- B. Monitor no of visitors, form conversion and email click-through rate reports month over month
- C. Monitor no of prospects, social post engagements and paid search reports month over month
- D. Monitor no of prospects, form submission and email open rate reports month over month

Answer: A

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