Salesforce

MC-201

Salesforce Certified Marketing Cloud Account Engagement Specialist

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Question: 1

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.
If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

A. Day 4
B. Day 3
C. Day 0
D. Day 5

Answer: B

Explanation:
According to the Engagement Studio FAQ, when a program is paused, the prospects in the program are also paused and their wait times are not affected. Therefore, when the program is restarted, the prospects resume from where they left off. In this case, the prospect was on day 3 of a 5-day wait time when the program was paused, so they will be on day 3 when the program is restarted.

Question: 2

What type of Information do rule step types look for in engagement studio programs?

A. Prospect Interest
B. Prospect behavior
C. Prospect activity
D. Prospect criteria

Answer: D

Explanation:
Rule step types in engagement studio programs are used to check the prospect criteria, such as field values, list membership, tags, grades, scores, etc. Rule steps can branch the program based on whether the prospect meets the criteria or not. For example, a rule step can check if the prospect has a certain job title or industry and send them different emails accordingly. Prospect interest, behavior, and activity are not rule step types, but they can be used as criteria for rule steps. Reference Engagement Studio: Rule Steps

Question: 3

What is the difference between a visitor and a prospect?

A. A prospect has an identified email address, while a visitor does not have an identified email address.
B. A prospect has an opportunity associated with it. while a visitor does not have an opportunity associated with it.
C. A prospect has submitted a Marketing Cloud Account Engagement form, while a visitor has not submitted a Marketing Cloud Account Engagement form.
D. A prospect has an assigned user, while a visitor does not have an assigned user.

Answer: A

Explanation:
The difference between a visitor and a prospect is that a visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A visitor becomes a prospect when they fill out a Marketing Cloud Account Engagement form, click on a tracked link in an email, or are manually imported into Marketing Cloud Account Engagement. A prospect does not necessarily have an opportunity, a Marketing Cloud Account Engagement form submission, or an assigned user, but a visitor does not have any of these either. Reference Visitors and Prospects

Question: 4

Which standard dashboard shows the total submission across all Marketing Cloud Account Engagement landing pages in B2B Marketing Analytics?

A. Pipeline dashboard
B. Engagement dashboard
C. Account-Based Marketing dashboard
D. Multi-Touch Attribution dashboard

Answer: B

Explanation:
The engagement dashboard in B2B Marketing Analytics shows the total submissions across all Marketing Cloud Account Engagement landing pages, as well as other metrics such as views, conversion rate, cost per lead, etc. The engagement dashboard helps marketers measure the performance of their marketing campaigns and optimize their content strategy. The pipeline dashboard shows the revenue generated by marketing campaigns, the account-based marketing

dashboard shows the engagement and influence of key accounts, and the multi-touch attribution dashboard shows the impact of marketing touchpoints on sales outcomes. Reference B2B Marketing Analytics Overview

Question: 5

Lenoxsoft is interested in folding up with IT professional that are actively engine with their marking materials.

A. The Grade as it includes personal information about the prospect.
B. The Profile as It reflects LenoxSoft's ideal customer.
C. The Campaign as it references the prospect's first touch point.
D. The Score as it shows activities taken by the prospect.

Answer: D

Explanation:
The score is a numerical value that indicates how interested a prospect is in your products or services based on their activities, such as email opens, clicks, form submissions, etc. The score helps marketers prioritize leads and identify prospects who are ready to buy. Lenoxsoft is interested in following up with IT professionals who are actively engaging with their marketing materials, so the score is the best indicator of their interest level. The grade is a letter value that indicates how well a prospect matches your ideal customer profile based on their attributes, such as industry, job title, location, etc. The grade helps marketers segment leads and target prospects who are a good fit for your business. The profile reflects Lenoxsoft's ideal customer, but it does not show how engaged the prospect is. The campaign is the first touch point that brought the prospect to your website, such as a Google ad, an email, or a social media post. The campaign helps marketers track the source and effectiveness of their marketing channels, but it does not show how engaged the prospect is. Reference [Scoring and Grading Overview]

Question: 6

A user is experiencing errors when trying to save their email.
What three items should they check for in order to successfully save their email draft? Choose 3 answers

A. The email contains a text version
B. The email contains at least one variable tag
C. The email uses dynamic content
D. The email designates a general or specific sender
E. The email contains an unsubscribe link

Explanation:
According to the Marketing Cloud Account Engagement Email Basics, there are three mandatory components for an email to be saved in Marketing Cloud Account Engagement: a text version, a sender, and an unsubscribe link. A text version is required for accessibility and deliverability reasons, as some email clients or recipients may not support HTML emails. A sender is required to identify the source of the email and comply with the CAN-SPAM Act. An unsubscribe link is required to allow recipients to opt out of future emails and comply with the GDPR and other privacy regulations. Variable tags, dynamic content, and social posts are optional components that can enhance the personalization and interactivity of the email, but they are not required for saving the email draft.

Question: 7

By default, which two objects does Marketing Cloud Account Engagement write to in Salesforce? Choose 2 answers

A. Case records
B. Opportunity records
C. Contact records
D. Lead records
E. Account records

Answer: C, D

Explanation:
By default, Marketing Cloud Account Engagement writes to two objects in Salesforce: contact records and lead records. These are the two objects that store information about individual prospects in Salesforce. Marketing Cloud Account Engagement syncs with these objects based on the email address field, which is the unique identifier for prospects. Marketing Cloud Account Engagement can create new contact or lead records in Salesforce, or update existing ones, depending on the sync settings and rules. Marketing Cloud Account Engagement does not write to case records, opportunity records, or account records by default, but it can read from them and use their information for segmentation and reporting purposes. Reference Marketing Cloud Account Engagement and Salesforce Sync Behavior

Question: 8

A designer wants to apply LenoxSoft's styling to assets in Marketing Cloud Account Engagement. Which two assets can they control CSS styling for In Marketing Cloud Account Engagement? Choose 2 answers

A. Landing pages
B. Form handlers
C. Forms
D. Social posts

Answer: A, C

Explanation:
A designer can control the CSS styling for two assets in Marketing Cloud Account Engagement: landing pages and forms. Landing pages are web pages that capture visitor information and generate leads. Forms are web forms that collect visitor information and convert them to prospects. Both landing pages and forms can be customized with CSS to match the branding and design of LenoxSoft. Form handlers and social posts are not assets that can be controlled by CSS in Marketing Cloud Account Engagement. Form handlers are connectors that allow Marketing Cloud Account Engagement to use external forms on your website. Social posts are messages that can be sent to your social media accounts from Marketing Cloud Account Engagement. Reference Customize Landing Pages with CSS Customize Forms with CSS

Question: 9

What is one way a sales rep can convert a visitor to a prospect?

A. The sales rep gives the visitor a phone call.
B. The sales rep increases the visitor s score to 100.
C. The sales rep manually associates the visitor with a prospect.
D. The sales rep walks the visitor through a demo.

Answer: C

Explanation:
One way a sales rep can convert a visitor to a prospect is by manually associating the visitor with a prospect. A visitor is an anonymous person who visits your website, while a prospect is a known person who has an identified email address. A sales rep can use the [Visitor Activity page] in Marketing Cloud Account Engagement to see the visitors who have interacted with your website, and manually associate them with a prospect if they have an email address. This will convert the visitor to a prospect and allow the sales rep to follow up with them. The other options are not ways to convert a visitor to a prospect. Giving the visitor a phone call, increasing the visitor's score, or walking the visitor through a demo are ways to engage with a prospect, but they do not identify the visitor's email address or associate them with a prospect.

Question: 10

LenoxSoft's Marketing Manager notices that clicks on the email link www.lenoxsoft.com aren't being counted in the list email report.
Based on this link's format, why wouldn't it have been re-written for tracking?

A. The link should start with http or https to be automatically re-written.
B. The link should contain a wildcard to be automatically re-written.
C. The link should point to go.Marketing Cloud Account Engagement com to be automatically re-written.
D. The link should be populated with variable tags to be automatically re-written

Answer: A

Explanation:
The reason why the email link www.lenoxsoft.com was not re-written for tracking is that the link should start with http or https to be automatically re-written. Marketing Cloud Account Engagement automatically re-writes links in emails to track the clicks and measure the engagement of the recipients. However, Marketing Cloud Account Engagement only re-writes links that start with http or https, as these are the protocols that indicate a web address. The link www.lenoxsoft.com does not have a protocol, so Marketing Cloud Account Engagement does not recognize it as a web address and does not re-write it for tracking. The other options are not relevant for link re-writing. The link does not need to contain a wildcard, point to go.Marketing Cloud Account Engagement.com, or be populated with variable tags to be automatically re-written. These are features that can be used to create dynamic or custom links, but they are not required for link re-writing. Reference [Link Click Tracking]

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