



Salesforce

MCE-Con-201 Exam

Salesforce Certified Marketing Cloud Engagement Consultant

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Question 1. (Multi Select)

LenoxSoft is requesting a nurture campaign for cold leads. Anyone who clicks on the CTA they want to create a call campaign and anyone who doesn't click on the CTA they want them to eventually be deleted (sent to recycle bin). What objects in Marketing Cloud Account Engagement & SFDC would you use?

A: Marketing Cloud Account Engagement Engagement Program

B: Salesforce Queue

C: Marketing Cloud Account Engagement Automation Rule

D: Marketing Cloud Account Engagement Static List

E: Marketing Cloud Account Engagement Marketing Campaign

Correct Answer: A, D, E

Question 2. (Single Select)

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.

Correct Answer: B

Question 3. (Single Select)

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

Correct Answer: C

Question 4. (Single Select)

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

Correct Answer: B

Question 5. (Single Select)

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.

Correct Answer: A



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