



## Salesforce

MC-201 Exam

Salesforce Certified Marketing Cloud Account Engagement Specialist

Exam Latest Version: 6.0

## DEMO Version

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### Question 1. (Single Select)

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

**Correct 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. (Multi Select)

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

**Correct Answer: A, D, E**

**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 3. (Multi Select)**

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
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**Correct Answer: A, D, E**

**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 4. (Multi Select)

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

**Correct 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 5. (Multi Select)

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

**Correct 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](#)



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