



Salesforce Certified Marketing Cloud Account Engagement Consultant (MCAE-Con-201) Mock Exam

Shared by Brewer on 17-06-2026

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Question 1

Question Type: MultipleChoice

Viewing a pricing page is considered a valuable buying signal. LenoxSoft would like to be able to report on and segment

prospects who have visited the pricing page. Which automation tool would best achieve this?

Options:

- A- Create a form with a Completion Action to send a pricing sheet.
- B- Create a Dynamic List based on page view to segment automatically
- C- Create a special campaign to track pricing page views.
- D- Create a Page Action set to Tag prospects as having viewed it and add them to a list.

Answer:

D

Question 2

Question Type: MultipleChoice

While creating Layout Templates it is possible to Import Layout from certain URL

Options:

- A- True
- B- False

Answer:

A

Question 3

Question Type: MultipleChoice

LenoxSoft wants to test all elements of their email, including variable tags, link clicks, and how

the email looks on all email. Which testing strategy should you recommend to the all the elements?

Options:

- A- Use individual email test
- B- Use multivariate test & Review email preview
- C- Use rendering test and send to Test List
- D- Use A/B test

Answer:

C

Question 4

Question Type: MultipleChoice

Lenoxsoft currently uses a manual sales engagement process where assigned users manually add leads to lists based on a lead status value of "New". The Sales Manager wishes to develop a Sales Engagement Program that streamlines this process and has the following requirements: - Only leads with a status of "New" can be added to the Program. A lead with a status of "In Progress" CANNOT be added. - Assigned users should be notified when a lead has opened an email. Based on the above requirements, which is the best way to segment prospects for Lenoxsoft's Sales Engagement Program?

Options:

- A- Create a completion action based on the Lead Status field value.
- B- Create a dynamic list based on the Lead Status field value
- C- Create an automation rule based on the Lead Status field value
- D- Create a segmentation rule based on the Lead Status field value

Answer:

B

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