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NEW QUESTION: 1

Northern Trail Outfitters requires all subscriber files placed on the SFTP for import be encrypted.

Which activity in Automation Studio could be used to decrypt the file to prepare for Importing?

- A. File Transfer Activity
- B. Data Extract Activity
- C. Decryption Activity
- D. Import Activity

Answer: (SHOW ANSWER)

The File Transfer Activity can be used to decrypt a file on the SFTP server using a PGP key. This activity prepares the file for importing into Marketing Cloud. The other activities do not have the option to decrypt a file.

NEW QUESTION: 2

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant?

Choose 3 answers

- A. Creating users and assigning roles which meet their job functions
- B. Creating a SMS message and sending a mobile campaign
- C. Classifying sends and defining parameters for email sends
- D. Building the data structure used to store audience information
- E. Importing data into contacts using the Data Loader

Answer: (SHOW ANSWER)

In the Setup Assistant for a new Salesforce Marketing Cloud instance, the admin is guided through several critical tasks to establish the operational environment:

Creating users and assigning roles: Setup Assistant helps define user roles and permissions tailored to specific job functions, ensuring proper access control and workflow management.

Building the data structure: This task involves creating data extensions and attribute groups to effectively organize and manage customer data.

Importing data into contacts: Utilizing tools like Data Loader, the admin can import existing customer data into Marketing Cloud, setting the foundation for targeted marketing activities.

Reference: Salesforce Marketing Cloud Setup Assistant

NEW QUESTION: 3

A Marketing Cloud admin at a bank is asked to avoid storing sensitive data in the cloud.

This data will only be sent to Marketing cloud to execute a send.

Which feature would the admin use to meet this requirement?

- A. Tokenized Sending
- B. List Sending
- C. Field Level Encryption.
- D. Distributed Marketing Sends.

Answer: (SHOW ANSWER)

To avoid storing sensitive data in the cloud, the admin should use Tokenized Sending. This feature allows Marketing Cloud to send emails without storing sensitive data such as credit card numbers or social security numbers. Instead, Marketing Cloud uses tokens that are replaced with actual data at send time by an external system.

NEW QUESTION: 4

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

- A. Subscriber Key
- B. Contact ID
- C. Member Record
- D. Data Extensions

Answer: A (LEAVE A REPLY)

For the financial services customer's need to manage multiple accounts that share the same email address but maintain separate subscriber attributes, the correct component to use is the Subscriber Key. This key uniquely identifies each subscriber in Marketing Cloud,

enabling multiple profiles (each associated with different accounts) to share a single email address but retain distinct attributes and engagement tracking.

Reference: Salesforce Help - Subscriber Key

NEW QUESTION: 5

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries. Which feature would allow this functionality?

- A.** Journey Builder
- B.** Synchronized Data Sources
- C.** CloudPages
- D.** Query Studio

Answer: ([SHOW ANSWER](#))

Synchronized Data Sources is the feature that would allow this functionality. Synchronized Data Sources are data sources that allow marketers to import and synchronize data from Salesforce CRM objects into Marketing Cloud data extensions. Synchronized Data Sources can be configured with different settings, such as sync frequency, field mapping, and filter criteria. Synchronized Data Sources enable marketers to use Sales Cloud data in their queries and other Marketing Cloud activities.

NEW QUESTION: 6

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

- A.** Journey Builder
- B.** Contact Builder
- C.** Mobile Connect
- D.** Mobile Push

Answer: ([SHOW ANSWER](#))

Journey Builder and Mobile Push are two products that would allow them to send push notifications to customers with their mobile app. Journey Builder is a product that allows marketers to create and execute cross-channel customer journeys based on events, activities, and goals. Journey Builder can be used to send push notifications to mobile app users as part of a journey. Mobile Push is a product that allows marketers to create, manage, and deliver push notifications to mobile app users. Mobile Push can be used to send push notifications as standalone messages or as part of a journey

NEW QUESTION: 7

What should be confirmed to ensure Journey Builder directs the subscribers correctly?

- A.** Journey Data is used for the Decision Split.
- B.** Entry Source attributes are available in Journey Settings.

- C. Contract Data is used for the Decision Split.
- D. Filter Contacts are enabled to refine the audience.

Answer: (SHOW ANSWER)

In Salesforce Marketing Cloud's Journey Builder, ensuring that "Journey Data" is utilized for decision splits is crucial for accurately directing subscribers through the journey based on real-time interactions or behaviors captured at the point of entry. Journey Data references attributes from the Entry Source, allowing for dynamic pathing based on data specific to each subscriber's interaction within the journey itself, thus enabling personalized and relevant experiences based on up-to-date information.

Reference: <https://help.salesforce.com/>

NEW QUESTION: 8

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A. IP Whitelisting
- B. Field Level Encryption
- C. Advanced Audit Trail
- D. Single Sign on Authentication

Answer: (SHOW ANSWER)

To enhance security against unauthorized API access, Northern Trail Outfitters should:

Enable IP Whitelisting: This security feature restricts API access to Marketing Cloud from only those IP addresses that are pre-approved. This method significantly reduces the risk of malicious access from unrecognized sources.

Configuration: Administrators can configure IP Whitelisting in the Setup area under Security Settings, specifying which IP ranges are allowed to initiate API calls to the account.

Reference: Salesforce Marketing Cloud IP Whitelisting Documentation

NEW QUESTION: 9

How are publication lists used in the Marketing Cloud?

- A. To send communication to all subscribers, regardless of opt -in status.
- B. To manage subscribers in guided and triggered email sends.
- C. To build dynamic content rules by subscriber type.
- D. To allow subscribers to opt-down/out instead of unsubscribing from all.

Answer: (SHOW ANSWER)

Publication lists in the Marketing Cloud are used to allow subscribers to opt-down or opt-out of specific types of communications without unsubscribing from all communications. This functionality enables more granular control over communication preferences, helping organizations maintain engagement with subscribers who might not be interested in all content but still wish to receive certain types of messages.

Reference: Salesforce Help - Publication Lists

NEW QUESTION: 10

- A. Field Level Encryption
- B. Lookup reference to Contact Object
- C. Master-detail relationship to Contacts
- D. Tokenized Sending

Answer: (SHOW ANSWER)

For Northern Trail Outfitters to avoid storing sensitive information such as email addresses and phone numbers directly in Marketing Cloud, the recommended feature is:

Tokenized Sending: This method replaces sensitive data with tokens that can be used in communications without exposing actual data values. It helps in maintaining the confidentiality and integrity of personal data while still enabling personalized marketing communications.

Implementation: Set up Tokenized Sending by configuring the data relationships either through Marketing Cloud Connect or using an external token provider. This ensures that during the send process, the system uses tokens to retrieve and incorporate actual data temporarily without storing it in the database.

Reference: Salesforce Marketing Cloud Tokenized Sending

NEW QUESTION: 11

Northern Trail Outfitters wants a data model in Marketing Cloud which will prevent them from duplicating, or even triplicating, records.

How should the unique identifier of the data model be setup if the Mobile Push and Email channels are used within the same account?

- A. Use the auto-generated keys supplied by Marketing Cloud at time of record creation for each channel used.
- B. Use a third-party system to identify and delete duplicate Contact Keys.
- C. Strategically control the Contact Key values and tie records together across channels using this key.
- D. Strategically control the Contact Key values in email, but let Marketing Cloud automatically tie records as needed from Mobile Push.

Answer: (SHOW ANSWER)

The best way to prevent duplicate records in Marketing Cloud is to strategically control the Contact Key values and tie records together across channels using this key. The Contact Key is a unique identifier for each contact in Marketing Cloud, and it can be set by the admin or automatically generated by Marketing Cloud. If the same Contact Key is used for a contact in both email and mobile push channels, then the contact will be unified and not duplicated.

NEW QUESTION: 12

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable String to links in emails.

Which functionality would allow this?

- A. Parameter Manager
- B. Web and Mobile Analytics
- C. Advertising Studio
- D. Personalization Builder

Answer: (SHOW ANSWER)

To append UTM tracking parameters to links in emails:

Use Parameter Manager: This functionality within Marketing Cloud allows for the addition of UTM parameters to links across emails systematically. It provides a centralized control over tracking parameters, making it easy to manage and apply consistent tracking across various campaigns.

Configuration: Set up the UTM parameters in the Parameter Manager and these will be automatically appended to all links in the emails sent.

Reference: Salesforce Marketing Cloud Parameter Manager

NEW QUESTION: 13

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM.

However, they only want to sync records that they have identified as marketable.

Which filtering option in the synchronization settings could be used when configuring the Contact synced object?

- A. Select all records where custom boolean field is true
- B. Select all records that have an email address
- C. Select all records created since a certain date

Answer: A (LEAVE A REPLY)

NEW QUESTION: 14

A Marketing Cloud admin is tasked with requesting Marketing Cloud Connect Multi-Org enablement.

What consideration should be given to the preference profile centers for this integration?

- A. Branding for each business units' profile centers will be inherited from the default business unit setup.
- B. Profile/Preference centers are automatically created for each business unit connected through Multi-org
- C. Multi org does not support the standard profile preference center for the business units.
- D. Profile/Preference centers for Multi-Org accounts are configured in the Salesforce CRM settings.

Answer: (SHOW ANSWER)

When enabling Multi-Org in Marketing Cloud Connect, it's important to consider:

The Multi-Org configuration does not support using a standard profile and preference center across connected business units. Each business unit operates independently. Admins must consider alternative strategies for managing subscriber preferences across multiple Salesforce orgs linked to different business units in Marketing Cloud.

Reference: Salesforce Marketing Cloud Connect Setup Guide

NEW QUESTION: 15

A Marketing Cloud admin has been asked to grant full administrator permissions to a new user.

Which two standard roles should be selected for the new user?

Choose 2 answers

- A.** Marketing Cloud Security Administrator
- B.** Administrator
- C.** Data Manager
- D.** Marketing Cloud Administrator

Answer: (SHOW ANSWER)

Administrator and Marketing Cloud Administrator are two standard roles that should be selected for the new user. Administrator is a standard role that grants full access to all features and functions in Marketing Cloud, such as creating and managing users, roles, permissions, business units, and security settings. Marketing Cloud Administrator is a standard role that grants access to all features and functions in Marketing Cloud except for user management. By selecting both roles, the new user will have full administrator permissions in Marketing Cloud

NEW QUESTION: 16

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

- A.** Move the File Transfer to its own automation and include a notification email address
- B.** Move the Import definition to its own automation and include a notification email address
- C.** Update the Import definition to include a notification email address
- D.** Update the automation to include a notification email address for Runtime Errors

Answer: (SHOW ANSWER)

To confirm the theory that the CSV file has an invalid format causing the automation to fail, the Marketing Cloud admin should C. Update the Import definition to include a notification email address. This setting allows the admin to receive notifications and a file of bad data rows when the import process encounters issues, such as invalid data formats, helping to quickly identify and resolve the format errors.

Reference: Salesforce Help - Import Activity

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NEW QUESTION: 17

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact Identifier
- B. Primary key
- C. Unique Contact email address
- D. Subscriber ID

Answer: (SHOW ANSWER)

In Salesforce Marketing Cloud, linking new data extensions in Data Designer to existing contact records requires using a "Unique Contact Identifier." This identifier ensures that each record in the data extension can be uniquely associated with a corresponding record in the contact database, thereby enabling accurate targeting, segmentation, and personalization. It is vital that this identifier is consistently used across data extensions to maintain data integrity and proper linkages.

Reference: <https://help.salesforce.com/>

NEW QUESTION: 18

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

- A. Publication Lists
- B. Subscriber Keys
- C. Profile Center
- D. Send Logging

Answer: (SHOW ANSWER)

To enable subscribers to receive only the categories of emails they are interested in:

Publication Lists: Use Publication Lists to manage different categories of email content. Subscribers can choose which lists they want to subscribe to through the built-in subscription center, thereby receiving only the emails that match their interests. Implementation: Configure multiple publication lists representing various content categories. Integrate these lists with the subscription center to allow subscribers to select their preferences.

Reference: Salesforce Marketing Cloud Subscription Management

NEW QUESTION: 19

Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.

Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- A. Soft
- B. Technical
- C. Block
- D. Hard

Answer: (SHOW ANSWER)

A block bounce is a type of bounce that occurs when an ISP rejects an email because of the sender's reputation or content. This indicates that the ISP views the sender as a potential spammer or has received complaints from other recipients.

NEW QUESTION: 20

- A. Publication Lists
- B. Data Extensions
- C. Lists
- D. Groups

Answer: (SHOW ANSWER)

The out-of-the-box Subscription center can display Publication Lists and Lists as options for subscribers to opt in or out of. Data Extensions and Groups are not supported by the default Subscription center.

NEW QUESTION: 21

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A. Brand-specific private domains are required for images and links.
- B. Multiple FTP users must be accommodated.
- C. A new sender profile is needed for sending transactional emails.

Answer: (SHOW ANSWER)

NEW QUESTION: 22

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable string to links in all emails.

What functionality would allow this?

- A. Use Web and Mobile Analytics.
- B. Link a Google Analytics Account.
- C. Configure Parameter Manager.

Answer: (SHOW ANSWER)

NEW QUESTION: 23

Northern Trail Outfitters (NTO) has expanded its marketing efforts globally and wants to implement a dedicated Sender Authentication Package. They plan to share it across each of their Marketing Cloud accounts Which two considerations would help NTO determine if a Dedicated IP is the right choice?

Choose 2 answers

- A. All of NTO's accounts should be on the same stack
- B. Send volume is large enough to maintain a positive or neutral reputation
- C. Length of time needed to pause sending is greater than one month
- D. Pre-warmed IP address can be purchased from Salesforce

Answer: (SHOW ANSWER)

When considering a Dedicated IP for global marketing efforts, Northern Trail Outfitters should consider:

Stack alignment: Ensure all accounts are on the same stack to facilitate shared use of the Dedicated IP across different geographical locations.

Send volume: A dedicated IP is beneficial if the send volume is significant enough to maintain and build a positive sender reputation. Regular, consistent high-volume sending is crucial for IP warming and reputation.

Reference: Salesforce Marketing Cloud Sender Authentication Package Documentation

NEW QUESTION: 24

An email manager was anticipating a test email to arrive in their inbox.

Where in Email Studio should the Marketing Cloud admin look to determine if the test deployed?

- A. My Tracking > Test Send Emails
- B. My Reports > Administrator Reports > Email Send Report
- C. My Reports > Administrator Reports > Email Sends By User
- D. My Tracking > A/B Testing

Answer: A (LEAVE A REPLY)

To verify if a test email has been sent from Email Studio, the admin should:

Navigate to Email Studio.

Go to the My Tracking tab.

Select Test Send Emails. This section provides a detailed log of all test emails sent, including their status and timestamp, allowing the admin to confirm whether the test email was deployed successfully.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION: 25

Northern Trails Outfitters uses DoubleClick Bid Manager, Facebook Ads, and Google Analytics to manage advertising spend. They want to combine these data sources with Marketing Cloud's API to identify their most effective campaigns.

What feature should be recommended?

- A.** Einstein AI
- B.** Interaction Studio
- C.** Datorama
- D.** Google Marketing Platform

Answer: (SHOW ANSWER)

Datorama is a marketing intelligence platform that can integrate data from various sources, such as Marketing Cloud, Google Analytics, Facebook Ads, and DoubleClick Bid Manager, and provide insights and analytics to optimize marketing campaigns.

NEW QUESTION: 26

Northern Trail Outfitters (NTO) has the Discover Reporting Tool.

Which two report types could help NTO drive their mobile adoption strategy?

Choose 2 answers

- A.** Email Performance by Device
- B.** Time Between Send and Engagement
- C.** Deliverability Complaint Rate
- D.** Email Sending Performance Report

Answer: A,B (LEAVE A REPLY)

To enhance mobile adoption strategies, Northern Trail Outfitters can leverage the following reports:

A). Email Performance by Device: This report provides insights into how subscribers are interacting with emails across different devices, which can help NTO understand device preferences and optimize their mobile content.

B). Time Between Send and Engagement: This report tracks the time it takes for recipients to engage with emails after they are sent, helping to determine the effectiveness of timing and content across different platforms, including mobile devices.

Reference: Salesforce Help - Discover Reporting Tool

NEW QUESTION: 27

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the

same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

- A. Join
- B. Einstein STO
- C. Engagement Split
- D. Wait Until Date

Answer: (SHOW ANSWER)



Salesforce Sidekick

For Northern Trail Outfitters' scenario, where they need to send one of three different emails randomly to new subscribers within a journey, the most suitable activity to accomplish this with the fewest steps would be using:

B). Engagement Split

However, the correct answer for randomly distributing different email versions in a journey is not listed among the options provided under typical usage. Normally, the Engagement Split is used to branch the journey based on how subscribers interact with emails (e.g., opens or clicks).

The ideal solution for NTO's need to send one of several different emails at random would be the "Random Split" activity in Journey Builder, which is not listed in the options. Since the closest option provided that would allow for varying paths (though not randomly) is the Engagement Split, it could be considered, but it does not fulfill the requirement as described.

Therefore, based on the given options and the actual functionality needed:

There seems to be a misunderstanding in the options provided. Normally, a "Random Split" would be used in this case.

If we must choose from the available options, none directly fulfill the requirement of randomly sending different email versions with the fewest activities possible.

NEW QUESTION: 28

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- A. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- C. File Drop Automation: Import File Activity > SQL Query Activity1 > SQL Query Activity 2
- D. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Answer: (SHOW ANSWER)

For handling a daily file drop that requires immediate processing:

File Drop Automation: Use File Drop Automation triggered by the presence of a new file on the SFTP. This automatically starts the import and subsequent data handling processes.

Workflow Details: Start with an Import File Activity to load data into the staging data extension, followed by SQL Query Activity 1 to segment the data into one target data extension and SQL Query Activity 2 for the other.

Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION: 29

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys.

Which two Marketing Cloud features will support this effort?

Choose 2 answers

- A. Data Designer
- B. Cloud Pages
- C. Web Analytics Connector
- D. Content Builder

Answer: (SHOW ANSWER)

To support the development of a new eCommerce section and leverage transactional data in customer journeys, the following Marketing Cloud features are relevant:

A). Data Designer: Enables the design and configuration of data models within Contact Builder, crucial for managing transactional data effectively for use in journeys.

D). Content Builder: Facilitates the creation of personalized email content using transactional data, enhancing the relevance and engagement of communications sent to customers.

These features are essential for integrating and utilizing transactional data to drive personalized customer interactions within eCommerce contexts.

Reference: Salesforce Help - Data Designer Reference: Salesforce Help - Content Builder

NEW QUESTION: 30

- A. Give permissions to users at top-level account to assign their own business units.
- B. Search for the individual user, select their name, and click Manage Business Units.
- C. Search for the individual user, select their name and click Edit Business Units.

D. Re-import the users to update their assigned business units

Answer: (SHOW ANSWER)

To assign users to specific business units in Salesforce Marketing Cloud, an admin can manage this directly through the user configuration settings:

Search for the individual user: Navigate to the Users section in Setup.

Select their name and click Edit Business Units: This action allows the admin to manage the business units that the user has access to, enabling or disabling access as required for the new or existing business units.

Reference: Salesforce Marketing Cloud User Management

NEW QUESTION: 31

A Marketing Cloud Admin has noticed a File Drop Automation has been failing on the import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer_import_. The import is configured to look for a file named customer_import_%%Year%%%%Month%%%%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds.

How should the admin fix the issue?

- A. Use the exact filename used for the trigger in the import File Activity
- B. Make sure the file is placed on the correct subfolder within the SFTP
- C. Make sure the filename has a date stamp to avoid duplication
- D. Use %%FILENAME_FROM_TRIGGER%% in the import File Activity

Answer: (SHOW ANSWER)

When using a filename pattern for a File Drop Automation trigger, the import File Activity should use %% FILENAME_FROM_TRIGGER%% as the file name. This ensures that the import activity will use the same file name as the trigger, regardless of the date stamp or other variations

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NEW QUESTION: 32

Which three considerations should be made when setting up Distributed Marketing?

Choose 3 answers

- A. Business users can select any email at the time of sending.

- B. Default options can be set up for the greeting in the email.
- C. A journey can be connected to one or more Campaigns.
- D. The DM administrator Profile is required to access Distributed Marketing.
- E. Messages can be sent to Contacts, Leads, and Person Accounts.

Answer: (SHOW ANSWER)

When setting up Distributed Marketing, several considerations are essential:

- B). Default options can be set up for the greeting in the email: This allows customization of the greeting line within the email templates, providing a personalized touch for recipients.
- C). A journey can be connected to one or more campaigns: This functionality supports the integration of Distributed Marketing journeys with multiple campaigns, enhancing targeting and segmentation capabilities.
- E). Messages can be sent to Contacts, Leads, and Person Accounts: Distributed Marketing allows sending messages to a diverse range of recipient types, which expands the flexibility and reach of marketing efforts.

Reference: Salesforce Help - Distributed Marketing Setup

NEW QUESTION: 33

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

- A. Synchronized contacts are only counted after sending
- B. Only active email subscriber is counted.
- C. Mobile subscribers are not counted as contacts.
- D. There are overlapping contacts in each of the channel

Answer: (SHOW ANSWER)

The reason why the total contact count of 500,000 is less than the summed total of email subscribers, synchronized contacts, and mobile subscribers is D. There are overlapping contacts in each of the channels.

This overlap occurs when the same contact is counted across different channels (e.g., a contact might be both an email subscriber and a mobile subscriber), thus leading to a lower total contact count when duplicates are not counted more than once.

Reference: Salesforce Help - Contact Count Calculation

NEW QUESTION: 34

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest -value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond. Which three criteria should the customer use to create an audience for this campaign?

Choose 3 answers

- A. Proximity to Store
- B. Ages in Household
- C. Lifetime Purchase Value
- D. Conversion Rate
- E. Last Purchase Date

Answer: (SHOW ANSWER)

To effectively target high-value outdoor sports customers likely to respond to a deep product discount:

Lifetime Purchase Value: Identify customers who have demonstrated significant financial commitment to the brand over time.

Conversion Rate: Focus on customers with a higher likelihood of responding based on past conversion metrics.

Last Purchase Date: Include customers who have made recent purchases, indicating active engagement and potential interest in new offers.

Reference: Salesforce Marketing Cloud Audience Segmentation

NEW QUESTION: 35

A Marketing Cloud admin has been asked to include Sales Cloud data in their queries.

Which future would allow this functionality?

- A. Query Studio
- B. Journey Builder
- C. Cloud Pages
- D. Synchronized Data Sources.

Answer: (SHOW ANSWER)

To use Sales Cloud data in their queries, the admin should use Synchronized Data Sources. This feature allows Marketing Cloud to automatically import and update data from Sales Cloud objects and fields. The data is stored in data extensions that can be queried using SQL.

NEW QUESTION: 36

Northern Trail Outfitters wants to business analyst to import contact lists. The analyst has the following Marketing Cloud roles: Marketing Cloud Channel Manager and Marketing Cloud Viewer. The analyst logged in but is unable to import contact lists.

How should the user be updated to allow the analyst the appropriate access?

- A. Remove Marketing Cloud Viewer
- B. Add Marketing Cloud Security Administrator
- C. Remove Marketing Cloud Channel manager
- D. Add Distributed Sending user

Answer: (SHOW ANSWER)

To allow the business analyst at Northern Trail Outfitters to import contact lists, the role needed is one that grants permissions for import activities. Among the options:

B). Add Marketing Cloud Security Administrator This role would provide the analyst with the necessary permissions to manage data imports. The Marketing Cloud Security Administrator role includes broader permissions that encompass data management and security settings, which are required for importing contact lists.

Reference: Salesforce Help - User Roles and Permissions

NEW QUESTION: 37

Northern Trail Outfitters wants to segment audiences based on SalesCloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

A. Setup > Data Management > Synchronized Data Extensions

B. Contact Builder > Data Extensions > Synchronized Data Extensions

C. Contact Builder > Data Sources

D. Setup > Apps > Salesforce Integration

Answer: (SHOW ANSWER)

To configure Sales Cloud objects to be synced and leveraged in Marketing Cloud, the Marketing Cloud admin should navigate to "Setup > Data Management > Synchronized Data Extensions" in Marketing Cloud. This path allows the admin to set up and manage the synchronization of specific Sales Cloud data objects and fields into Marketing Cloud, enabling the creation of segmented audiences based on this data.

Reference: Salesforce Help - Synchronized Data Extensions

NEW QUESTION: 38

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

A. Cloud Page forms Content Block

B. Email Form Content Block

C. Dynamic Content Block

D. Reference Content Block

Answer: (SHOW ANSWER)

To solicit website feedback directly within an email without navigating away from the email, the feature to use is B. Email Form Content Block. This block allows subscribers to submit feedback directly within the email, enhancing user experience and increasing the likelihood of feedback submission since the subscriber does not need to leave their email environment.

Reference: Salesforce Help - Email Form Content Block

NEW QUESTION: 39

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with of messages being sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.
- Orders contains information about the orders and includes the unique identifier of the customer In which two ways should the admin configure Data Designer to allow this data to be used within a journey?

Choose 2 answers

- A.** Link the Customers data extension to the data model using Customer ID
- B.** Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- C.** Link the Orders data extension to the Customers data extension using a One-to-Many relationship
- D.** Link the Customers data extension to the data model using Email Address

Answer: (SHOW ANSWER)

To configure the data model in Marketing Cloud for effective use in Journey Builder:
Customer ID Linkage: Connect the Customers data extension to the data model using the Customer ID. This serves as a unique identifier to relate customer records across different data extensions.

One-to-Many Relationship: Establish a One-to-Many relationship between the Orders data extension and the Customers data extension. This setup accurately reflects that each customer can have multiple orders but each order is linked to only one customer, facilitating targeted messaging based on order status.

Reference: Salesforce Marketing Cloud Data Designer Documentation

NEW QUESTION: 40

- A.** Email Rachtments
- B.** Distributed Sending
- C.** Content Syndication
- D.** Analytics Builder

Answer: (SHOW ANSWER)

For Northern Trail Outfitters (NTO) to send monthly statements to franchisees under a policy that requires the content not to be publicly accessible, the appropriate solution is Distributed Sending. This product allows corporate to control and manage email content centrally while enabling local franchises to send these emails directly to their respective recipients. This ensures that statements remain private and are only accessible to the intended recipients.

Reference: Salesforce Help - Distributed Sending

NEW QUESTION: 41

Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Cloud Pages URL AMP script function
- B. Web Analytics Connector
- C. Link Wrapping

Answer: (SHOW ANSWER)

To pass the email address of a subscriber to a landing page through a URL parameter from a promotional email securely, the admin should use the CloudPagesURL AMPscript function. This function encrypts the email address and other parameters and generates a unique URL for each subscriber. The landing page can then use the RequestParameter AMPscript function to decrypt the email address and other parameters

NEW QUESTION: 42

Northern Trail Outfitters has Imported a file Into All Subscribers. They then received a results file stating admin@example.com could NOT be imported.

Which error code would the file contain for this record?

- A. Restricted Values
- B. List Detective
- C. Invalid Email Address
- D. Skipped Records

Answer: (SHOW ANSWER)

When Northern Trail Outfitters imported a file into All Subscribers and received a results file indicating that admin@example.com could not be imported, the likely error code that would appear in the file is B. List Detective. List Detective is a built-in functionality of Marketing Cloud that prevents the addition of email addresses that do not meet certain criteria to ensure list quality and compliance. It automatically blocks common role-based emails or improperly formatted email addresses.

Reference: Salesforce Help - List Detective

NEW QUESTION: 43

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing.

Which report should be used?

- A. Dynamic Content for Triggered Sends
- B. Sends Account Send Summary
- C. Impression Tracking for Triggered Sends
- D. Email Performance by Attribute

Answer: (SHOW ANSWER)

To understand how a specific content area within a Triggered Send Email is performing, the admin should use C). Impression Tracking for Triggered Sends. Impression Tracking

allows the admin to track how often a particular content area or piece of dynamic content is viewed within emails, giving insights into the performance of content within Triggered Sends.

Reference: Salesforce Help - Impression Tracking

NEW QUESTION: 44

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

- A.** IP Allowlist
- B.** Field Level Encryption
- C.** Advanced Audit Trail
- D.** Single Sign on Authentication

Answer: (SHOW ANSWER)

To enhance security against unauthorized API access:

Enable IP Allowlisting: Restrict API access to pre-approved IP addresses. This security feature ensures that only requests coming from known and trusted IP addresses are allowed to access Marketing Cloud, significantly reducing the potential for malicious attacks.

Configuration: Configure the IP Allowlist settings in the Setup area of Marketing Cloud, specifying which IP addresses are permitted to make API calls.

Reference: Salesforce Marketing Cloud Security Features

NEW QUESTION: 45

Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

- A.** Data retention settings were incorrect in the data extension.
- B.** The email address in All Subscribers is prioritized.
- C.** Contact Builder was not configured properly.
- D.** The data extension was not configured as sendable.

Answer: (SHOW ANSWER)

The issue where a customer continues to receive emails despite unsubscribing and being deleted from the data extension likely arises because the email address in All Subscribers still exists and is active. In Marketing Cloud, the All Subscribers list acts as a master list overriding subscription statuses in individual data extensions. Thus, even if a customer is removed from a specific data extension, if their status in All Subscribers is not updated to 'Unsubscribed,' they will continue to receive communications.

Reference: Salesforce Help - All Subscribers List

NEW QUESTION: 46

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

- A. AMP script for Marketing Cloud
- B. Web Analytics Connector
- C. Google Analytics 360
- D. Marketing Cloud Connect

Answer: (SHOW ANSWER)

To automatically add tracking parameters to all links in emails sent from Email Studio, the admin should configure:

Web Analytics Connector: This feature automatically appends tracking parameters to URLs in emails to integrate with web analytics tools like Google Analytics.

Configuration Steps: Set up the Web Analytics Connector by specifying the desired tracking parameters in the Email Studio settings. This ensures all outgoing emails automatically include these parameters without the need for manual coding.

Reference: Salesforce Marketing Cloud Web Analytics Connector Setup

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NEW QUESTION: 47

A Marketing Cloud admin wants to ensure no one could access the API with their Marketing Cloud user credentials.

Which security setting would control this behavior?

- A. Select 'Identity Verification'
- B. Select 'Enable Audit Trail Data Collection'
- C. Deselect 'Exclude API Users From Password Expiration'
- D. Deselect 'Enable Username and Password for Web Services'

Answer: (SHOW ANSWER)

The security setting 'Enable Username and Password for Web Services' allows users to access the API with their Marketing Cloud username and password. If this setting is deselected, users will need to use an API user or an installed package to access the API

NEW QUESTION: 48

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well. What is the recommended best practice for font usage in email?

- A. Use a web-safe font for text that closely matches the brand's custom font.
- B. Build an email as one image, with all text saved in the brand font.
- C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- D. Build an email using multiple images, with all text saved in the brand font.

Answer: (SHOW ANSWER)

When incorporating custom brand fonts into emails for Northern Trail Outfitters:

Web-safe Fonts: It's recommended to use web-safe fonts in emails to ensure consistent rendering across different email clients. Custom fonts are often not supported by many email clients, which can lead to inconsistent branding and user experience.

Font Selection: Choose a web-safe font that closely resembles the custom brand font to maintain the brand's visual identity while ensuring the email content is accessible and readable across all platforms.

Reference: Salesforce Marketing Cloud Email Design Best Practices

NEW QUESTION: 49

A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order_Details, and Products.

The data extensions contain the following information:

- Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal
- Order_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount
- Products: ProductId, SKU, Name, Description, Cost, Price

Which two actions should be taken in Data Designer?

Choose 2 answers

- A. Create a one-to-one relationship between the contact record and Order Details.
- B. Create a one-to-many relationship between Orders and Order_Details.
- C. Create a one-to-one relationship between Orders and Order_Details.
- D. Create a one-to-one relationship between Order_Details and Products.

Answer: B,D (LEAVE A REPLY)

In the scenario of managing data relationships for an eCommerce site:

B). Create a one-to-many relationship between Orders and Order_Details: This relationship allows multiple order details (such as individual items, quantities, and prices) to be associated with a single order, reflecting the typical structure of an eCommerce transaction.

D). Create a one-to-one relationship between Order_Details and Products: This relationship links each order detail line to a specific product, allowing for detailed tracking and analysis of product sales.

These relationships set up a logical and functional structure in Data Designer, enabling effective data management and utilization for reporting and customer insights.

Reference: Salesforce Help - Data Designer

NEW QUESTION: 50

- A. Bitly URL Shortener
- B. Facebook ad manager
- C. Login detail for each social media account
- D. Google URL Shortener

Answer: B,C ([LEAVE A REPLY](#))

Before configuring Social Studio for managing social media accounts, ensure these prerequisites are met:

Facebook Ad Manager: Access to Facebook Ad Manager is essential for managing and monitoring Facebook advertising campaigns directly from Social Studio.

Login Details: Have the necessary login credentials for each social media account that will be managed through Social Studio to ensure seamless integration and management across platforms.

Reference: Salesforce Social Studio Setup Documentation

NEW QUESTION: 51

Einstein Recommendations uses data extensions to store user-facing information How is this data passed to Marketing Cloud?

- A. Google Analytics 360
- B. Collect Tracking code
- C. Conversion Tracking
- D. Web & Mobile Analytics

Answer: ([SHOW ANSWER](#))

The Collect Tracking code is a JavaScript code that is added to a website to capture and send user behavior data to Marketing Cloud. This data is stored in data extensions and can be used for Einstein Recommendations¹

NEW QUESTION: 52

What storage model should be used if a subscriber has more than one value for an attribute?

- A. Profile Attribute
- B. Data Extensions
- C. Publication Lists
- D. Lists

Answer: ([SHOW ANSWER](#))

For handling multiple values for a subscriber attribute effectively:

Use Data Extensions: Data Extensions provide a flexible and scalable storage model that can accommodate complex data types, including multiple values for a single attribute per subscriber.

Advantages: Unlike Profile Attributes, which limit each subscriber to a single value per attribute, Data Extensions allow the creation of relational data models that can store multiple entries for individual attributes.

Reference: Salesforce Marketing Cloud Data Extensions

NEW QUESTION: 53

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM.

However, they only want to sync records they would be able to send to reducing the amount of data being brought over.

Which two filtering options could be used when configuring the Contact synced object?

Choose 2 answers

- A. Select all records which have opened an email in the past six months
- B. Select all records with an email address
- C. Select all records which are active in All Subscribers
- D. Select all records where Has OptedOutofEmail is FALSE

Answer: (SHOW ANSWER)

Synchronized Data Sources can use two types of filters: attribute filters and relationship filters. Attribute filters are based on the fields of the object being synced, such as email address or opt-out status. Relationship filters are based on the fields of a related object, such as account or campaign. Filtering by email open activity or subscriber status is not possible with Synchronized Data Sources.

NEW QUESTION: 54

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Remove nonessential data for marketing purposes.
- B. Identify and assign appropriate keys to tie records together.
- C. Normalize data and fields to prevent redundancy.
- D. Ensure all available data is included.
- E. Ensure every data source has a sendable field.

Answer: (SHOW ANSWER)

As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:

- A). Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.
- B). Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.
- C). Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.

Reference: Salesforce Help - Data Management Best Practices

NEW QUESTION: 55

A Marketing Cloud admin is asked to append an Urchin Tracking Module (UTM) variable string to links in emails.

What functionality would allow this?

- A. Advertising Studio
- B. Personalization Builder
- C. Web and Mobile Analytics
- D. Web Analytics Connector

Answer: (SHOW ANSWER)

To append an Urchin Tracking Module (UTM) variable string to links in emails, the Marketing Cloud admin should use the Web Analytics Connector (WAC). This functionality automatically appends tracking parameters, such as UTM parameters, to all URLs in outgoing emails. This allows for detailed tracking of email effectiveness within analytics platforms like Google Analytics. The Web Analytics Connector can be configured within Email Studio to include specific UTM parameters as required by marketing strategies.

Reference: Salesforce Help - Web Analytics Connector

NEW QUESTION: 56

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup?

- A. Minimum Password Length, Password Complexity, Password History, Expiration Period
- B. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- C. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions
- D. Maximum Password Length, Password Complexity, Unique Password, Expiration Period

Answer: (SHOW ANSWER)

Configure the business unit data retention setting to 12 months is the policy that the Marketing Cloud admin could configure in Setup. Business unit data retention setting is a

setting that allows marketers to specify how long records in data extensions should be retained at the business unit level. By configuring the business unit data retention setting to 12 months, any inactive data that is older than 12 months will be automatically deleted from the data extensions in that business unit²

NEW QUESTION: 57

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute.

How would the admin ensure a notification is received when the query fails?

- A.** Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings
- B.** Install the Marketing Cloud App on phone to receive Push Messages
- C.** Add their Email Address in the Query Activity Notifications Field
- D.** Configure the "Event Notification Service" in Setup with their Email Address

Answer: (SHOW ANSWER)

To ensure a notification is received when a scheduled query fails, the Marketing Cloud admin should add their email address in the automation settings under "Runtime Error or Skipped Run Notification Settings." This setup in the automation configuration will alert the admin via email if there is a failure in the query's execution, enabling timely identification and resolution of issues.

Reference: Salesforce Help - Automation Studio

NEW QUESTION: 58

What does Marketing Cloud authenticate when a user logs in through the user interface?

- A.** If the user is assigned a role in the parent business unit
- B.** If the user is logging in from a whitelisted IP address
- C.** If the user is an API User on their record
- D.** If the user has login hours enabled on their profile

Answer: (SHOW ANSWER)

Marketing Cloud authenticates several factors during user login, among which:

Whitelisted IP address check: Marketing Cloud checks if the user's IP address matches those listed in the IP whitelist settings. This is part of the security measures to ensure that only authorized accesses are allowed from secured locations.

Reference: Salesforce Marketing Cloud Security and User Authentication

NEW QUESTION: 59

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage?

Choose 2 answers

- A. Data Extension entry source
- B. Journey re-entry settings
- C. Run Once schedule type
- D. Winner evaluation

Answer: (SHOW ANSWER)

To configure a journey using Path Optimizer with a holdback of 60% of the contacts until a winner has been selected, the Marketing Cloud admin needs to set:

A). Data Extension entry source: Ensures the journey is pulling contacts from a specific data extension which can be effectively managed and monitored for the experiment.

D). Winner evaluation: This setting allows the admin to specify how and when the winning path is determined, which is critical to managing the holdback and subsequent path optimization.

Reference: Salesforce Help - Path Optimizer

NEW QUESTION: 60

- A. Content Creator and Marketing Cloud Viewer
- B. Analyst and Marketing Cloud Viewer
- C. Data Manager and Analyst

Answer: (SHOW ANSWER)

To give the marketing analyst access to all tracking data but no send activities, the admin should apply the Analyst and Marketing Cloud Viewer default user roles. The Analyst role allows the user to view tracking data, reports, and dashboards for all channels. The Marketing Cloud Viewer role allows the user to view content, subscribers, and data extensions, but not modify or send them

NEW QUESTION: 61

A Marketing Cloud admin wants to create an SFTP User for the first time.

Which two considerations should be taken when configuring an SFTP User? Choose 2 answers

- A. By default, the username is the MID for the current Marketing Cloud MID.
- B. Minimum password length is 12 characters.
- C. By default, the password will be the password of the logged-in user.
- D. Once created, the user will need to be activated in order to use the SFTP.

Answer: (SHOW ANSWER)

When configuring an SFTP user in Marketing Cloud, the following considerations should be taken into account:

B). Minimum password length is 12 characters: Ensuring password security, Marketing Cloud requires SFTP passwords to have a minimum length of 12 characters.

D). Once created, the user will need to be activated in order to use the SFTP: After the SFTP user account is created, it must be activated by the admin before it can be used for file transfers.

Reference: Salesforce Help - Manage SFTP Users

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NEW QUESTION: 62

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

What is the best way to facilitate this within Contact Builder?

- A.** Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- B.** Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C.** Create three distinct Attribute Groups that link each data extension directly to Contacts.
- D.** Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

Answer: D (LEAVE A REPLY)

To effectively set up a welcome journey leveraging customer data across multiple data extensions in Contact Builder:

Single Attribute Group: Create one cohesive Attribute Group that interlinks Customers to Contacts, Orders to Customers, and Products to Orders. This setup ensures a streamlined data flow and relational integrity, crucial for targeting and personalization within the journey.

Data Relationships: This configuration facilitates the use of data across different stages of customer interaction—from acquisition through orders to product preferences—enabling more personalized journey experiences.

Reference: Salesforce Marketing Cloud Contact Builder

NEW QUESTION: 63

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet.

Individuals should only be allowed to enter once, and the winner will be selected randomly.

All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution?

Choose 2 answers

- A. Microsite with Web Collect to store entrants on a data extension.
- B. Microsite with Smart Capture to store entrants on a data extension.
- C. Send Email Activity with a link to a subscription center.
- D. Data Extension with double opt-in status defined.

Answer: B,D (LEAVE A REPLY)

For the restaurant supply company's need to update their trade show contact collection method:

B). Microsite with Smart Capture to store entrants on a data extension: Smart Capture forms on a microsite provide a direct, digital method to collect entries efficiently and store them directly into a data extension.

D). Data Extension with double opt-in status defined: This setup helps manage consent and ensures compliance with email marketing regulations, as it allows entrants to confirm their subscription to the newsletter through a follow-up email.

These components provide an updated and efficient method for capturing and managing trade show contacts, while also ensuring compliance with marketing regulations.

Reference: Salesforce Help - Smart Capture Forms

NEW QUESTION: 64

What are entry source types for Journey Builder?

- A. Data Extension, Cloud Pages, Email List, API Event
- B. Data Extension, Audience Studio, API Event, Date Based Event
- C. Data Extension, Email List, API Event, Date Based Event
- D. Data Extension, Salesforce Community, GA360, Email List

Answer: (SHOW ANSWER)

The entry source types for Journey Builder include:

C). Data Extension, Email List, API Event, Date Based Event These sources allow a marketing campaign to automatically start or transition contacts based on their interaction with various data sources:

Data Extension: Contacts can be injected into a journey based on records in a data extension.

Email List: Contacts from a specific email list can be used as an entry event.

API Event: This allows external systems to trigger entry into a journey.

Date Based Event: Contacts can enter a journey based on a specific date or a date attribute in a data extension.

Reference: Salesforce Help - Journey Builder Entry Sources

NEW QUESTION: 65

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud.

Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

- A. Text
- B. Decimal
- C. Number
- D. Boolean

Answer: C,D (LEAVE A REPLY)

When creating a data extension for subscriber data from a data warehouse, fields that typically require minimal consideration for size or scalability include:

Number: Fields designated as 'Number' generally consume less storage space and are straightforward in terms of scalability and processing within data extensions.

Boolean: Boolean fields, representing simple true/false values, are highly efficient in terms of storage and processing, making them less of a concern in terms of scalability.

Reference: Salesforce Marketing Cloud Data Extension Best Practices

NEW QUESTION: 66

What is Setup Assistant?

- A. Support service allowing the outsourcing of repetitive admin tasks
- B. A prioritized account configuration checklist
- C. A search within Help and Training limited to configuration documents
- D. A dashboard containing key metrics for the business unit

Answer: B (LEAVE A REPLY)

Setup Assistant in Salesforce Marketing Cloud:

Functionality: Setup Assistant acts as a prioritized checklist designed to guide administrators through the configuration of their Marketing Cloud account. It outlines essential steps in a logical and structured order to ensure a complete and efficient setup process.

Usage: Administrators can access Setup Assistant from the Setup menu in Marketing Cloud, where they can follow the step-by-step instructions to configure various components of their account, such as sending domains, data management, and more.

Reference: Salesforce Marketing Cloud Setup Assistant Guide

NEW QUESTION: 67

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails.

Where under Setup could this be created?

- A. Content Builder Settings
- B. Emails Studio Settings

- C. Account Settings
- D. Campaign Settings

Answer: (SHOW ANSWER)

The Content Builder Settings under Setup allow the admin to create a default Header and Footer for emails.

These settings apply to emails created in Content Builder only. The other settings do not have an option to create a default Header and Footer for emails.

NEW QUESTION: 68

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

- A. The data extension is marked as Sendable
- B. The data extension contains a Salesforce ID
- C. The Data extension is marked as Sendable and Testable
- D. The data extension is linked using the Contact Key

Answer: (SHOW ANSWER)

To resolve the issue of a data extension not appearing for email sends, confirm:

Sendable Status: Ensure the data extension is marked as Sendable. This setting links the data extension to a subscriber attribute, allowing it to be used for email sends.

Configuration Check: Verify the send relationship within the data extension properties, ensuring it correctly relates to the subscriber key or another unique identifier used for email campaigns.

Reference: Salesforce Marketing Cloud Data Extension Setup

NEW QUESTION: 69

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.

What could explain this behavior?

- A. The user gets Added to a blocklist that causes an Enterprise level unsubscribe
- B. The user Is getting deleted from the AN Subscribers list
- C. Data in data extensions corresponding to the customer
- D. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Answer: (SHOW ANSWER)

The behavior where customers unsubscribe via the Marketing Cloud default Profile Center and do not receive emails from any other business unit is explained by:

D). Business unit unsubscribe setting causes an Enterprise level unsubscribe. This setting means that when a subscriber opts out using the default Profile Center, they are unsubscribed at the enterprise level, impacting all business units within the organization.

Reference: Salesforce Help - Subscriber Unsubscribe Behavior

NEW QUESTION: 70

- A. NTO requires SSL certificate configurations for Content Builder and Portfolio images
- B. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns
- C. Multiple brand logos must be accommodated in an email header
- D. A new sender profile needs to be leveraged for sending transactional emails

Answer: ([SHOW ANSWER](#))

Creating separate business units for each brand is necessary when:

Brand-specific Domains: Separate business units allow for the configuration of brand-specific private domains, which are crucial for maintaining brand identity and trust in email campaigns by customizing link and image paths.

Use Case: If different brands under NTO need to leverage their unique domains for sending emails and hosting content, setting up distinct business units allows each brand to manage its sender profiles, content, and subscriber interactions independently.

Reference: Salesforce Marketing Cloud Business Units

NEW QUESTION: 71

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- * Emails will be built using a custom dynamic template for these messages.
- * Links will vary over time and across campaigns.
- * Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.
- * Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- A. AMPscript
- B. SSJS
- C. SQL
- D. HTML

Answer: ([SHOW ANSWER](#))

For the customer's requirement of retargeting subscribers based on click activity with dynamic content adjustment based on regional market, the necessary skill set is AMPscript. AMPscript will allow the team to dynamically populate email content based on data attributes such as regional market from the master subscriber data extension, and it can also handle complex decisioning based on subscriber interactions within the email (like clicks on links).

Reference: Salesforce Help - AMPscript

NEW QUESTION: 72

Which data structure can be utilized inside the out-of-the-box Subscription Center to enable custom subscription status?

- A. Groups
- B. Data Extensions
- C. Publication Lists

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 73

A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

- A. Tokenized Sending
- B. Transparent Data Encryption
- C. Key Management
- D. Field level Encryption

Answer: ([SHOW ANSWER](#))

To ensure sensitive information is not imported and stored in Marketing Cloud, implement: Tokenized Sending: This approach uses tokens to represent sensitive data, ensuring that the actual data does not reside within Marketing Cloud. Instead, the tokens are matched with the original data only during the send process, enhancing security by minimizing data exposure.

Setup: Configure Tokenized Sending by defining data relationships in Marketing Cloud Connect or through external token providers to integrate seamlessly with the sending process.

Reference: Salesforce Marketing Cloud Tokenized Sending Documentation

NEW QUESTION: 74

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year. What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- A). Select one of the Predictive Algorithms then click Deploy
- B). Click Deploy and results are available immediately
- C). Select the channels (Emails, Push, SMS) to report on then click Activate D). Click Activate and wait for an email notification

Answer:

C

To use the Einstein Engagement Scoring Dashboard for analyzing customer engagement: Select Channels: Choose which channels (Email, Push, SMS) you want to include in the engagement scoring.

Activate: Click on "Activate" to start the data analysis process. This will generate insights based on the selected channels and customer interactions over the specified period.

Reference: Salesforce Marketing Cloud Einstein Engagement Scoring

NEW QUESTION: 75

Northern Trail Outfitters (NTO) purchased one Sender Authentication Package (SAP) to ensure their branding is on every marketing communication.

What would be achieved with SAP?

- A. Image URLs are wrapped with the appropriate brand URL
- B. The out-of-the-box profile center will display NTO branding
- C. A different click domain can be used for each brand
- D. A Dedicated IP is automatically warmed up

Answer: (SHOW ANSWER)

The Sender Authentication Package (SAP) allows the image URLs to be wrapped with the appropriate brand URL, which enhances the branding and deliverability of the emails. The SAP does not affect the profile center branding, the click domain, or the IP warming.

NEW QUESTION: 76

To prevent retention of stagnant data, Northern Trail Outfitters (NTO) wants any inactive data stored in data extensions to be cleared after 12 months.

What action should NTO take?

- A. Configure the business unit data retention setting to 12 months
- B. Configure the Enterprise-wide default retention to one year
- C. Set inactive date to be automatically cleared after one year, but is recoverable
- D. Apply a row-based retention to each data extension as it is created, set to 12 months

Answer: (SHOW ANSWER)

To clear inactive data stored in data extensions after 12 months, NTO should apply a row-based retention to each data extension as it is created, set to 12 months. This will delete any records that have not been modified in the last 12 months. Row-based retention can be applied to individual data extensions or data extension templates

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NEW QUESTION: 77

Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, but not any permissions for campaigns related to B2B sales.

How should they accomplish this?

- A. Create separate folders and add permissions
- B. Create a shared data extension
- C. Update data extension object level permissions
- D. Create a new business unit

Answer: (SHOW ANSWER)

To manage user permissions for different campaign types in Marketing Cloud effectively:

Folder Structure: Organize data extensions into separate folders based on campaign type (B2C vs B2B).

Folder Permissions: Assign user permissions at the folder level, granting View and Update permissions to B3C sales campaign folders, while restricting access to B2B sales campaign folders.

Reference: Salesforce Marketing Cloud Folder and User Permissions

NEW QUESTION: 78

A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically, the manager wants to know how many emails were sent in the last week.

What location and activity would allow the Marketing Cloud admin to complete the request?

- A. Automation Studio: Create a Report Activity to run every seven days.
- B. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- C. Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- D. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.

Answer: (SHOW ANSWER)

To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period.

NEW QUESTION: 79

Where would a Marketing Cloud admin view all verified email addresses?

- A. Identity Verification Log
- B. From Address Management
- C. Reply Mail Management

D. Sender Profiles

Answer: ([SHOW ANSWER](#))

To view all verified email addresses in Marketing Cloud:

Navigate to From Address Management: This section within Email Studio allows administrators to manage and view all sender addresses that have been verified and are approved for use in sending emails.

Verification and Management: This area specifically holds records of each email address that has been set up and verified, including the status of each, ensuring they are authorized to send emails from the platform.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION: 80

A. Contact Builder > Synchronized Data Extensions

B. Automation Studio > File Transfers

C. Contact Builder > Data Sources

D. Email Studio > Synchronized Data Extensions

Answer: ([SHOW ANSWER](#))

To troubleshoot issues with outdated data from Sales Cloud in Marketing Cloud, the admin should:

Check Synchronized Data Extensions: Navigate to Contact Builder and review the Synchronized Data Extensions. This area shows the synchronization status and configuration between Sales Cloud and Marketing Cloud.

Data Refresh Rate: Verify how frequently the data is synchronized and ensure that the synchronization schedule meets the operational requirements, adjusting as necessary to ensure data is up to date.

Reference: Salesforce Marketing Cloud Synchronization Documentation

NEW QUESTION: 81

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud.

What should the Marketing Cloud admin consider when sending from the new IP Address?

A. The IP address is on reserve, is already in use, and has an email sending history.

B. Building desirable sending history and data will be variable based on list size and engagement.

C. Sending in large volumes will alert ISPs the new IP Address is now in use.

D. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.

Answer: ([SHOW ANSWER](#))

When transitioning to a new IP address in Marketing Cloud, consider:

IP Warming: Gradually increase the volume of emails sent from the new IP address to build a good sender reputation with Internet Service Providers (ISPs). This involves carefully managing the list size and subscriber engagement to optimize deliverability.

Monitor Engagement: Monitor how subscribers interact with emails sent from the new IP.

Engagement rates influence how ISPs perceive the quality of the sender.

Reference: Salesforce Marketing Cloud IP Warming Best Practices

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