



Vendor: Salesforce

Exam Code: MCE-Admn-201

Exam Name: Salesforce Certified Marketing Cloud

Engagement Administrator

Version: DEMO

QUESTION 1

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses. Where could the details be found?

- A. Run a Bounce Email Report
- B. Query the Bounce Data View
- C. Query the Send Log
- D. Run an Account Send Summary Report

Answer: B

QUESTION 2

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: AD

QUESTION 3

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key. Which import type could the admin use instead?

- A. Add Only
- B. Overwrite
- C. Add and Update
- D. Update Only

Answer: B

QUESTION 4

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: A

QUESTION 5

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: A

QUESTION 6

Northern Trail Outfitters (NTO) keeps their subscribers in sync with their external database via the import of a CSV file which is dropped to the of Marketing Cloud SFTP each day. However, NTO has realized the number of subscribers being sent emails is considerably lower than the number they were expecting based on records in their database. Which feature would allow NTO to monitor whether all records were added to the target data structure each day?

- A. External Key within the Import File Activity
- B. Run Completion within the File Drop Automation
- C. RuntimeError within the File Drop Automation
- D. Notation Settings within the Import File Activity

Answer: D

QUESTION 7

Northern Trail Outfitters wants to set up their Send Log data extension. Which three considerations should be made for long term success? Choose 3 answers

- A. Apply an appropriately-scoped Data Retention period
- B. Add custom fields not included in the Send Log Template
- C. Log attribute data necessary for auditing communications
- D. Log all variable data captured in emails at send time
- E. Set the period to a fixed date in the Data Retention Policy

Answer: ABC

QUESTION 8

A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular send. The admin of Marketing Cloud Connect is functioning properly. What should the admin confirm about the data extension?

- A. The relationship links SubscriberKey to Subscribers on Email Address
- B. The data extension is located in the Synchronized Data Extensions folder.
- C. The data extension is located in the Salesforce Data Extensions folder.
- D. The triggeredSendDataExtension data extension template was used.

Answer: C

QUESTION 9

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: A

QUESTION 10

Northern Trail Outfitters installed Query Studio for Marketing Cloud, however, users are reporting they do NOT have access. How should the Marketing Cloud admin ensure users have access?

- A. Choose Public App Integration during the installation
- B. Install App-appropriate business units for expanded access
- C. License all appropriate users within the installed package
- D. Configure the API Integration to allow all users access

Answer: C

QUESTION 11

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file. What would the decrypted data be after the File Transfer Activity completes?

- A. Selected SFTP folder
- B. Original SFTP folder
- C. Target Data Extension
- D. Safehouse

Answer: A

QUESTION 12

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters. How could the Marketing Cloud admin address this issue?

- A. Import employee email addresses into All Subscribers with an "Active status"
- B. Ensure employees have opted in to the test email list or data extension
- C. Ask employees to use personal email addresses instead of corporate email addresses
- D. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter

Answer: D

QUESTION 13

Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave. How should NTO create a new user to fill in?

- A. Delete the campaign manager's user and create a new user
- B. Disable the campaign manager's user and create a new user

- C. Transfer the campaign manager's permissions to a new user
- D. Deactivate the campaign manager's license and assign it to the new user

Answer: B

QUESTION 14

A Marketing Cloud admin wants to configure a new keyword for an upcoming SMS campaign. After entering the desired keyword CELEBRATION, the admin notices the keyword is unavailable. What issue could the admin be facing?

- A. Keyword is used within another business unit
- B. Keyword is a reserved word
- C. Keyword has too many characters
- D. Keyword fails to meet content standards

Answer: A

QUESTION 15

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts. Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

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

Answer: AC

QUESTION 16

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A file drop automation to send emails to customers who have made a purchase.
- B. A user -initiated message to send an email to customers who made a purchase daily.
- C. A scheduled automation to send emails to customers who made a purchase daily.
- D. A triggered message to send an email as soon as a customer completes a purchase.

Answer: D

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