Salesforce

MCE-Admn-201

Salesforce Certified Marketing Cloud Engagement Administrator

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Question: 1

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: A C

Question: 2

Northern Trail Outfitters (NTO) wants to limit who can receive Marketing Cloud tracking data via email from their Account to any email associated with their domain (ntoretail.com).
Which steps should be taken to implement this?
Choose 2 answers

A. Edit the entity Verification Settings
B. Enable IP Whitelisting
C. Add a Domain to the Export Email Whitelist
D. Enforce Export Email Whitelist

Answer: C D

Question: 3

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

Question: 4

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscriber however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO want to use 3 completely different emails, rather than having one email with dynamic content.
Which activity would allow NTO to build the journey with the fewest activities possible?

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

Answer: D

Question: 5

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: A B C

Question: 6

A Marketing Cloud admin discovers large sends are not meeting send speed goals set by the organization.
What functionality would get messages out the door faster?

A. Burst Sending

B. Journey Builder Triggered Sends
C. Send Throttling
D. Marketing Cloud Connect

Answer: A

Question: 7

Which three options determine when a contact could enter a journey?
Choose 3 answers.

A. Re-entry at any time
B. Re-entry by attribute
C. Re-entry by date
D. No re-entry
E. Re-entry only after exiting

Answer: A D E

Question: 8

 Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrell

a. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible
Which Marketing Cloud product should NTO purchase as a solution?
A. Email Rachments
B. Distributed Sending
C. Content Syndication
D. Analytics Builder

Answer: B

Question: 9

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

Question: 10

Northern Trail Outfitters (NTO) has decided to use Journey Builder to launch event-driven lifecycle marketing programs. This includes personalized interactions with customers with the goal of increasing purchase frequency.

Which two pieces of information would help NTO achieve this objective?

Choose 2 answers

A. Products purchased from a competitor.
B. Number of items per order.
C. Channel preference of customers.
D. Last purchase date

Answer: C D

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