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However, you should keep in mind that to get success in the MCE-Con-201 certification exam is not a simple and easy task. A lot of effort, commitment, and in-depth Salesforce Certified Marketing Cloud Engagement Consultant (MCE-Con-201) exam questions preparation is required to pass this MCE-Con-201 Exam. For the complete and comprehensive Salesforce Certified Marketing Cloud Engagement Consultant (MCE-Con-201) exam dumps preparation you can trust valid, updated, and MCE-Con-201 Questions which you can download from the ITExamDownload platform quickly and easily.

Salesforce MCE-Con-201 Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Discovery and Requirements	15%	- Gather business requirements • 1. Identify technical requirements and constraints • 2. Define business goals and KPIs - Solution design • 1. Map requirements to platform capabilities • 2. Create a scalable solution architecture
Topic 2: Content and Messaging	15%	- Multi-channel messaging • 1. Personalization and dynamic content • 2. SMS, push notifications, and other channels - Email design and deliverability • 1. Content types and templates • 2. Deliverability best practices
Topic 3: Concepts of Marketing Cloud Engagement	15%	- Technical architecture • 1. Integration patterns with Sales/Service Cloud • 2. Data model and relationships - Key terminology and concepts • 1. Core concepts: journeys, messages, content, audiences • 2. Marketing Cloud Engagement vs. other Marketing Cloud products

Topic 4: Data Management and Segmentation	20%	- Data modeling 1. Contact model and data relationships 2. Data extensions vs. lists - Segmentation 1. Filters, queries, and SQL 2. Audience targeting and exclusion
Topic 5: Analytics and Reporting	15%	- Advanced analytics 1. ROI measurement and attribution 2. Data extracts and tracking - Standard reports and dashboards 1. Journey and automation performance 2. Email performance and engagement metrics
Topic 6: Journey Builder and Automation	20%	- Journey Builder fundamentals 1. Goal and exit criteria 2. Entry sources, activities, and flows - Automation Studio 1. Automation activities and scheduling 2. Data management and file transfers

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MCE-Con-201 Practice Test - MCE-Con-201 Training Torrent: Salesforce Certified Marketing Cloud Engagement Consultant - MCE-Con-201 Study Guide

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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q40-Q45):

NEW QUESTION # 40

LenoxSoft has a "Demo Request" landing page that is getting a lot of views, but not very many submissions. The marketing manager has the following requirements:

- * Receive a notification when prospects view the page, but do not submit to see if they can retarget.
- * Receive one notification per prospect.

How should a consultant accomplish this in Marketing Cloud Account Engagement?

- A. Dynamic list of all prospects who have submitted the form > Dynamic list of all prospects who have
- B. Page action on the landing page to notify user upon view and add to list > Automation rule to remove from same list when form is submitted and notify user again.
- C. Completion action on the form to tag "Submitted" > Automation rule to notify user with criteria of "Demo Request" landing page was viewed and tag isn't "Submitted".
- D. Dynamic list of all prospects who have viewed the landing page > Completion action on the form to

Answer: C

NEW QUESTION # 41

LenoxSoft wants to ensure they're not over-emailing their target audience on specific email send actions in an Engagement Studio program.

What is the best way to help their marketing team achieve this goal?

- A. Increase the wait time on the Email send action steps.
- B. Set the Engagement Studio program to repeat every 10 days.
- C. Automatically remove prospects from the program when an email reply trigger is met.
- **D. A Leverage Einstein Engagement Frequency in a rule step before the Email send action steps.**

Answer: D

NEW QUESTION # 42

LenoxSoft has published a new white paper. When prospects submit a "Request a Download" form, they should receive this white paper in an email. All prospects who receive the email and view the white paper should receive an additional +10 points added to their score.

Which sequence of events would meet their goal?

- A. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template with the Completion
- **B. Upload the white paper as a new File > Create a Custom Redirect to the white paper file with the Completion Action "Adjust score :: +10" >**
- C. Upload the white paper as a new File > Create a new Form > On Step 4 of the Form Wizard, check the box to "Redirect the prospect instead
- D. Upload the white paper as a new File > Create a Custom Redirect to the white paper file > Create a new Email Template that contains the Custom Redirect link > Create a new Form with the Completion actions "Send autoresponder email" AND "Adjust score :: +10"

Answer: B

NEW QUESTION # 43

Northern Trail Outfitters wants to import their Sales Cloud data into Marketing Cloud to leverage it within Journey Builder. They have approximately 10 million customers and the data needs to be available with a delay of no more than 30 minutes. Only customers where the consent checkbox is selected in Sales Cloud should be imported, which represents approximately half of their customer database.

What should they implement?

- A. Event Data from the Entry Event in Journey Builder
- **B. Synchronized Data Extensions with a filter**
- C. All Subscribers, since these are synchronized in real time
- D. Import from Salesforce Report in Automation Studio

Answer: B

Explanation:

Synchronized Data Extensions, delivered through Marketing Cloud Connect, replicate Salesforce object data into Marketing Cloud on a near-real-time cadence (well within the stated 30-minute tolerance) and scale to millions of records without the manual scheduling overhead of report-based imports. Critically, Synchronized Data Extensions support a filter condition at setup, so the consultant can configure the sync to include only records where the consent checkbox equals true - satisfying the requirement that just the opted-in half of the customer base is brought over, rather than importing everything and filtering downstream. Salesforce Report Import via Automation Studio (A) is a scheduled, batch-oriented process typically running on an hourly-or- longer cadence and does not reliably guarantee a 30-minute SLA at this scale, nor does it filter as cleanly as a native sync filter. Event Data from a Journey Builder Entry Event (B) is designed to trigger journey entry from a Salesforce event (like a Platform Event or Process Builder/Flow action), not to bulk-import and maintain a filtered customer dataset for general use across multiple journeys. ' All Subscribers ' (D) is the legacy subscriber list, not a Salesforce-synchronized, filterable dataset, and the claim that it is synchronized in real time is inaccurate. Reference: Marketing Cloud Connect, Synchronized Data Extensions.

NEW QUESTION # 44

For security reasons, Northern Trail Outfitters indicates they cannot store PII directly within their Marketing Cloud account. They are considering implementing Tokenized Sending to pull PII from their data warehouse at send time. They indicate they send several large, time-sensitive emails per year. Which two considerations should be made about Tokenized Sending? (Choose 2 answers)

- A. Tokenized Sending should be combined with field-level data encryption for additional security.
- B. Service Level Agreements for email sends are unsupported with the inclusion of outside servers.
- C. Journey Builder Decision Splits provide a method to access data of Tokenized data natively.
- D. Personalization Strings still allow PII to be displayed within an email.

Answer: B,D

Explanation:

Tokenized Sending allows PII (such as email addresses) to stay external until send time; however, once pulled in via personalization strings, PII can still be displayed within emails.

Since Tokenized Sending relies on live API calls to an external database during sends, Salesforce Marketing Cloud's normal service-level guarantees (e.g., send speed and reliability) no longer apply because they now depend on third-party system response times.

NEW QUESTION # 45

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