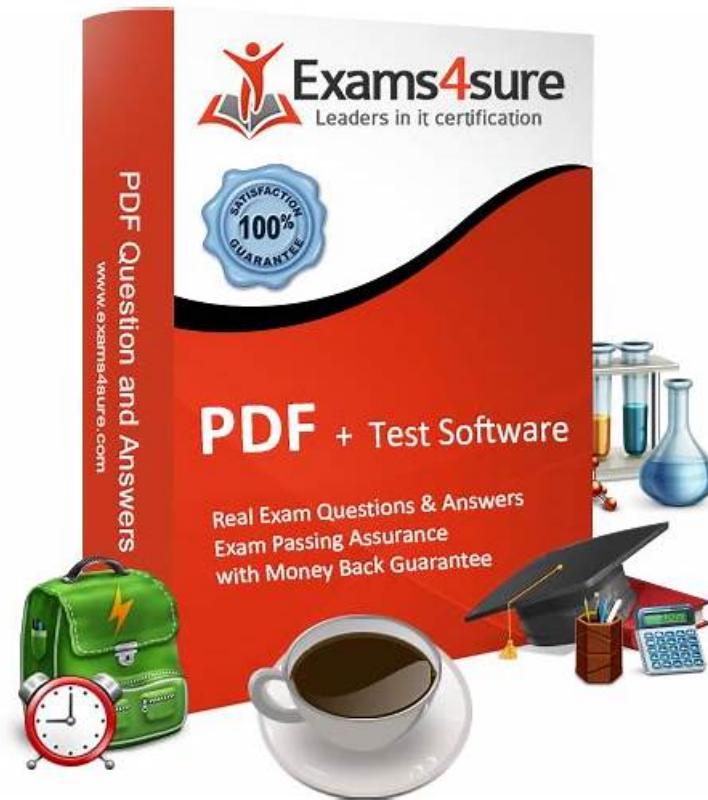# Valid MCE-Admn-201 Exam Review, MCE-Admn-201 Complete Exam Dumps

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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q50-Q55):

NEW QUESTION # 50

Northern Trail Outfitters uses Marketing Cloud Connect to leverage Sales Cloud data in their journeys. a user recently reported the data coming from Sales Cloud is NOT up to date.
Where should the Marketing Cloud admin begin troubleshooting?

- A. Contact Builder > Synchronized Data Extensions
- B. Contact Builder > Data Sources
- C. Email Studio > Synchronized Data Extensions
- D. Automation Studio > File Transfers

Answer: A

Explanation:
To troubleshoot issues with outdated data from Sales Cloud in Marketing Cloud, the admin should: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 # 51
Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.
Which feature should they use?

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

Answer: C

Explanation:
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 # 52
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: B

Explanation:
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 AdministratorThis 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 # 53

Northern Trail Outfitters (NTO) uses Sender Authentication Package (SAP) for branding purposes. Their German business unit is configured with the SAP domain de.ntomarketing .com.
The German NTO team is preparing for a campaign and wants to use customized Cloud Pages with the domain de-special.ntomarketing.com.
How could the Marketing Cloud admin meet this requirement?

- A. Purchase a new private Domain for use in CloudPages
- B. Purchase a new SAP for de-special.ntmarketing.com
- C. CloudPages must use the SAP domain
- D. CloudPages must use pages.ntmarketing.com

Answer: A

Explanation:
Purchasing a new private domain for use in CloudPages allows the admin to use a customized domain name for CloudPages, such as de-special.ntomarketing.com. This domain can be different from the SAP domain, which is used for email branding and deliverability. The other options are not feasible or correct.

NEW QUESTION # 54

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

Answer: B,C,E

Explanation:
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 # 55

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