

Salesforce - Valid MCE-Admn-201 - Salesforce Certified Marketing Cloud Engagement Administrator Valid Test Questions



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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q99-Q104):

NEW QUESTION # 99

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. Decryption Activity
- B. File Transfer Activity
- C. Import Activity

- D. Data Extract Activity

Answer: B

Explanation:

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 # 100

Which two data structures could be configured to appear in the out-of-the-box Subscription Center? Choose 2 answers

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

Answer: B,D

Explanation:

The out-of-the-box Subscription Center can display publication lists and lists, which are two types of data structures that can be used to manage subscribers' preferences and opt-outs. Data extensions and groups are not supported by the out-of-the-box Subscription Center, but they can be used in a custom Subscription Center.

NEW QUESTION # 101

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit. How should they accomplish this?

- A. Disable the permissions directly within the business unit
- B. Apply a permission set to the business unit
- C. Set default permissions with the restrictions on the business unit
- **D. Assign a role to the business unit**

Answer: D

Explanation:

Assigning a role to the business unit allows the admin to apply specific permission restrictions to all users in that business unit. The role defines what users can access and do within Marketing Cloud. The other options are not valid ways to accomplish this requirement.

NEW QUESTION # 102

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

Answer: D

Explanation:

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 # 103

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. Journey Builder Triggered Sends
- **B. Burst Sending**
- C. Send Throttling
- D. Marketing Cloud Connect

Answer: B

Explanation:

To achieve faster send speeds for large volumes of emails, the functionality known as Burst Sending should be utilized. Burst Sending allows Marketing Cloud to process and send large batches of emails quickly, meeting high send speed goals by maximizing the throughput of the sending infrastructure.

Reference: Salesforce Help - Burst Sending

NEW QUESTION # 104

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