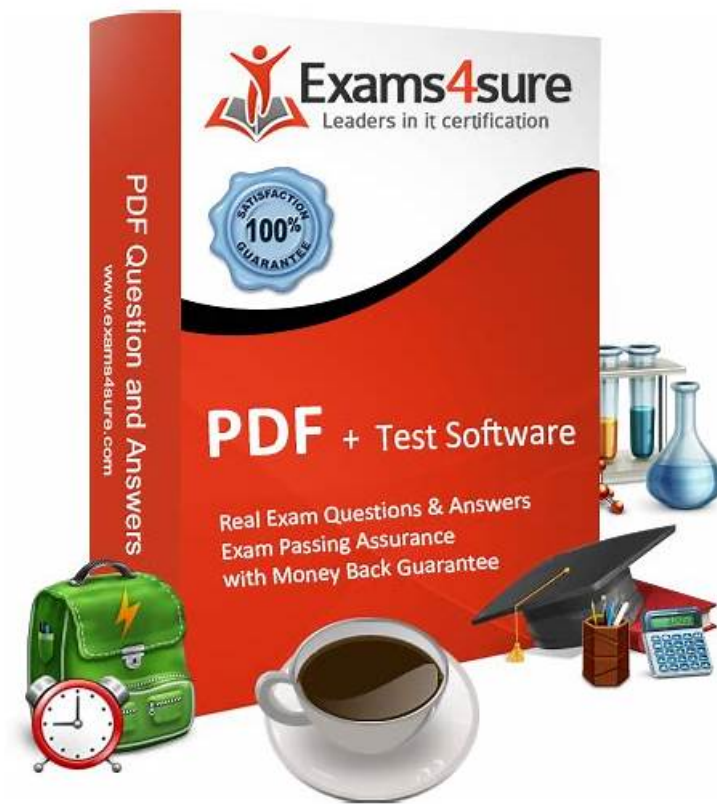# Pass-Sure Exam MCE-Admn-201 Simulator–Find Shortcut to Pass MCE-Admn-201 Exam

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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q33-Q38):

NEW QUESTION # 33
A customer wants to automate a series of three emails as part of a Membership Renewal drip campaign. Email
#1 will be sent one month prior to the member's renewal date. Email #2 will be sent one week prior to the member's renewal date.
Email #3 will be sent on the member's renewal date. A master audience is updated in real time via the API. Which steps should be
included in the customer's automation?

- A. Three Send Activities to the master data extension.
- B. Import File Activity > three Filter Activities > three Send Activities to the filtered audiences.
- C. Import File Activity > three Send Activities to the master data extension.
- D. Three Filter Activities > three Send Activities to the filtered audiences.

Answer: D

Explanation:
For a Membership Renewal drip campaign with a master audience updated in real-time:
Filter Activities: Use Filter Activities to segment the master data extension based on the renewal date criteria-one month prior, one
week prior, and on the renewal date.
Send Activities: Follow each Filter Activity with a Send Activity targeting the specifically filtered audiences, ensuring that each email
is sent at the correct time relative to the member's renewal date.
Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION # 34
What are two possible outcomes when "Send as Multipart MIME" is selected during the send process?
Choose 2 answers

- A. The email will avoid detection by various SPAM filters.
- B. Open and click activity are tracked in either version.
- C. An auto-generated text version will be sent with your HTML email.
- D. A custom text version will be sent with your HTML email.

Answer: B,C

Explanation:
When selecting "Send as Multipart MIME" during the email send process:
Activity Tracking: Both the HTML and text versions of the email allow for the tracking of opens and clicks, ensuring that engagement
data is captured regardless of the version the recipient views.
Auto-generated Text Version: Alongside the HTML email, a text version is automatically generated and sent.
This ensures that recipients whose email clients do not support HTML can still receive and read the email content.
Reference: Salesforce Marketing Cloud Email Send Options

NEW QUESTION # 35
What functionality is contained in Journey Builder that does not exist in Automation Studio?

- A. Native execution of a Server-side JavaScript activity.
- B. Flexibility to wait based on duration or a specific time.
- C. The ability to send an email to a Salesforce audience.
- D. The option to convert a qualified Lead to a Contact.

Answer: B

Explanation:
A functionality unique to Journey Builder that is not available in Automation Studio:
Wait Activities: Journey Builder provides the flexibility to configure wait times based not just on a fixed duration but also until a
specific date or time, which is essential for personalizing the timing of customer interactions based on individual behaviors or
milestones.
Reference: Salesforce Marketing Cloud Journey Builder

NEW QUESTION # 36

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

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

Answer: C,D

Explanation:
The out-of-the-box Subscription center can display Publication Lists and Lists as options for subscribers to opt in or out of. Data Extensions and Groups are not supported by the default Subscription center.

NEW QUESTION # 37

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

Answer: A

Explanation:
When using the Import Wizard to import data into a non-sendable data extension that encounters an error due to the primary key requirement, choosing the "Overwrite" import type is the correct solution. The "Overwrite" option allows the admin to completely replace the existing data in the data extension with the new data from the import file. This type of import does not require a primary key because it does not need to reference individual records for updates or additions; it simply replaces all records in the data extension. Other import types like "Add Only," "Add and Update," and "Update Only" require a primary key to differentiate between records, especially when updating or adding specific records without deleting existing data.
References:
Salesforce Marketing Cloud Documentation on "Data Management"

NEW QUESTION # 38

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