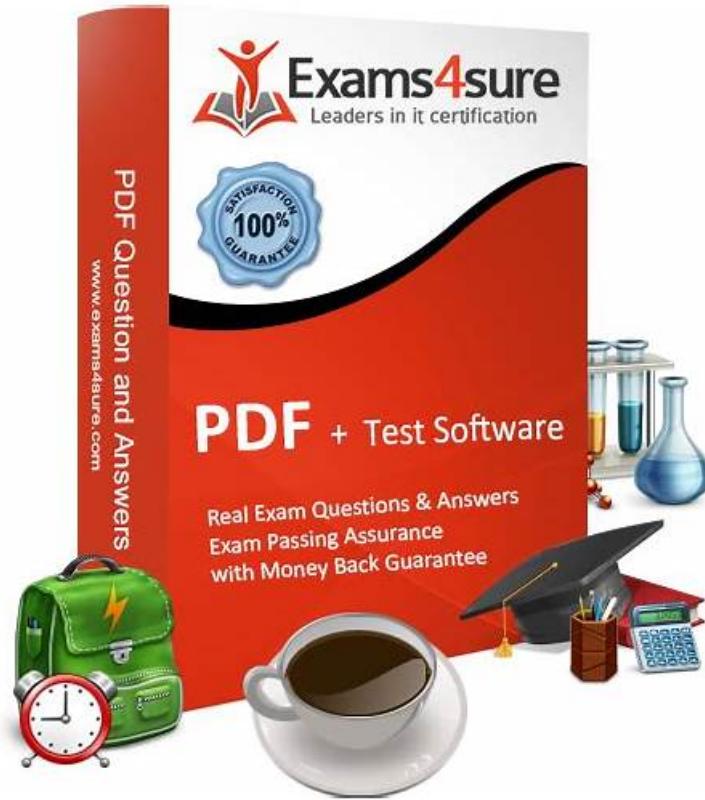# Salesforce MCE-Admn-201 PDF Questions Exam Preparation and Study Guide

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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q100-Q105):

NEW QUESTION # 100
A customer has an eCommerce site and imports data into three data extensions daily: Orders, Order_Details, and 'Products.

The data extensions contain the following information:
- Orders: OrderId, CustomerID,OrderNumber, OrderDate, OrderTotal, GrandTotal
- Order_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount
- Products: ProductId, SKU, Name, Description, Cost, Price
Which two actions should be taken in Data Designer?
Choose 2 answers

- A. Create a one -to -many relationship between Orders and Order_Details.
- B. Create a one-to-one relationship between the contact record and Order Details.
- C. Create a one-to-one relationship between Order_Details and Products.
- D. Create a one-to-one relationship between Orders and Order_Details.

Answer: A,C

Explanation:
In the scenario of managing data relationships for an eCommerce site:
B). Create a one-to-many relationship between Orders and Order_Details: This relationship allows multiple order details (such as individual items, quantities, and prices) to be associated with a single order, reflecting the typical structure of an eCommerce transaction.
D). Create a one-to-one relationship between Order_Details and Products: This relationship links each order detail line to a specific product, allowing for detailed tracking and analysis of product sales.
These relationships set up a logical and functional structure in Data Designer, enabling effective data management and utilization for reporting and customer insights.
Reference: Salesforce Help - Data Designer

NEW QUESTION # 101
A Marketing manager requests to receive an email, once a week, with high-level metrics in a standard format. Specifically, the manager wants to know how many emails were sent in the last week.
What location and activity would allow the Marketing Cloud admin to complete the request?

- A. Email Studio: Select "Account Send Summary" in Tracking Reports and schedule a weekly report to be sent.
- B. Analytics Builder: Select the "Account Send Summary" in Reports and schedule a weekly report to be sent.
- C. Automation studio: Create a Query Activity to query data from the "Sent" Data view, then use an Email activity to activate the sending of the data.
- D. Automation Studio: Create a Report Activity to run every seven days.

Answer: B

Explanation:
To create and schedule a weekly report with high-level metrics, the Marketing Cloud admin should use Analytics Builder. Analytics Builder allows users to create, view, and share reports and dashboards. The Account Send Summary report shows how many emails were sent in a given time period.

NEW QUESTION # 102
Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.
Which two actions should NTO take in order to create Send Classifications?
Choose 2 answers

- A. Define a Sender Profile.
- B. Define a Subscriber -specific From Name.
- C. Define custom Reply Mail Management.
- D. Define a Delivery Profile.

Answer: A,D

Explanation:
To differentiate between marketing and transactional emails effectively:
Sender Profile: Define separate sender profiles for marketing and transactional emails. This includes different From Names and

possibly different From Email addresses to help recipients distinguish between different types of emails.
Delivery Profile: Set up different delivery profiles for marketing and transactional emails. These can specify different IP addresses, helping to segment and manage sender reputation for different types of email communications.
Reference: Salesforce Marketing Cloud Send Classifications

NEW QUESTION # 103
A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.
What are the effects of the click to the subscriber's status?

- A. Status is changed to Active and the bounce count is set to Zero
- B. Status is changed to Held for 72 hours and the bounce count is set to Zero
- C. Status is changed to Active and the bounce count is unchanged
- D. Status remains as Bounced the bounce count is unchanged

Answer: A

Explanation:
When a subscriber with a Bounced status clicks a link in a Marketing Cloud email:
Subscriber Status:Salesforce automatically updates their status to Active. This action confirms the email address is valid and re-engages the subscriber.
Bounce Count:The bounce count is reset to zero. According to Salesforce's Bounce Mail Management documentation:
"If a subscriber clicks a link in an email, their status is updated to Active, and their bounce count is reset to zero." This reset occurs because the click overrides previous bounce history, signaling renewed engagement and deliverability.

NEW QUESTION # 104
Which two statements are correct about Send Logging?
Choose 2answers

- A. SQL Query Activities can reference Send Logs in combination with system data views.
- B. Send Log data extensions are archived automatically based on retention settings.
- C. AMP script can be used to pull data from Send Logs for use within emails.
- D. A business unit can support up to three Send Logs.

Answer: A,C

Explanation:
Regarding Send Logging in Marketing Cloud:
B). AMPscript can be used to pull data from Send Logs for use within emails: AMPscript can retrieve and display data stored in Send Logs during email sends, allowing for dynamic content based on previous interactions.
C). SQL Query Activities can reference Send Logs in combination with system data views: SQL Query Activities enable more complex data retrieval and analysis, including combining Send Log data with other system data views for comprehensive reporting and segmentation.
These points underscore the functionality and utility of Send Logs in enabling dynamic content and deeper data analysis within Marketing Cloud.
Reference: Salesforce Help - Send Logging

NEW QUESTION # 105
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