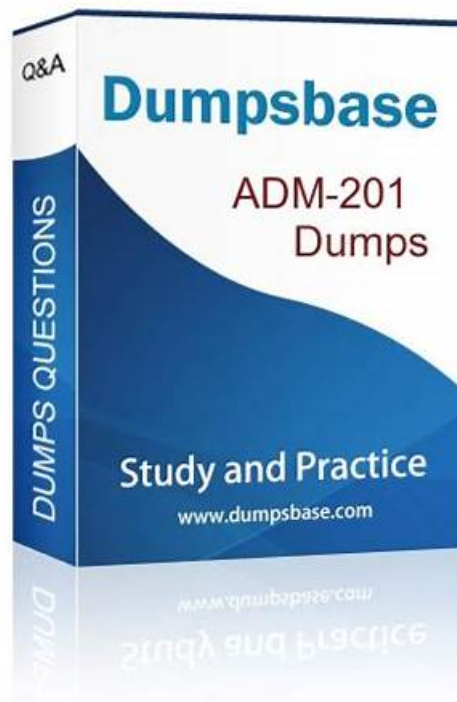


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Cloud Engagement Administrator (MCE-Admn-201) exam as it allows students to gain confidence in their knowledge and skills.

Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q19-Q24):

NEW QUESTION # 19

Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella. NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

- A. Create new Enterprise business units for each brand and child business units for each of the brand's GEOs.
- B. Create one child business unit for the other brands to share but apply folders and naming conventions.
- **C. Create child business units for each brand and nest another level of child business units for GEOs.**
- D. Create and apply folders with naming conventions in the current account to keep track of brand assets.

Answer: C

Explanation:

Organizing business units in Salesforce Marketing Cloud for a company with multiple brands and global presence involves creating a structure that allows for brand and regional specific strategies while maintaining centralized control at the enterprise level.

Create child business units for each brand: This setup allows each brand under the Northern Trail Outfitters umbrella to manage its marketing autonomously while leveraging shared resources and aligning with overarching business strategies.

Nest child business units for GEOs under each brand: This further categorization allows for localized marketing strategies tailored to geographical nuances, enhancing target marketing efforts and regional compliance.

Reference: <https://help.salesforce.com/>

NEW QUESTION # 20

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script.

The Company collects the following information:

- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).

The Company does not want to link everything in Contact Builder.

Which are the two data sources that must be incorporated inside Contact Builder?

Choose 2 answers.

- **A. Customer Data**
- **B. Event Registration**
- C. Venue Details
- D. Payment Details

Answer: A,B

Explanation:

For the entertainment company's setup using Contact Builder and Journey Builder, the two data sources essential to incorporate are:

A). Customer Data: This is crucial because it includes basic customer identifiers such as email addresses, which are necessary for sending emails and personalizing communications.

B). Event Registration: This data is critical as it contains the event-specific details needed for the decision splits in the journey, such as event ID, event type, and event name, which will determine the content of emails, including dynamic venue details through AMPscript.

These data sources ensure that the journeys can be personalized and targeted based on the customer's registered events, enhancing the relevance and effectiveness of the communications.

Reference: Salesforce Help - Contact Builder

NEW QUESTION # 21

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

- A. Mobile Connect
- **B. Mobile Push**
- **C. Journey Builder**
- D. Contact Builder

Answer: B,C

Explanation:

Journey Builder and Mobile Push are two products that would allow them to send push notifications to customers with their mobile app. Journey Builder is a product that allows marketers to create and execute cross-channel customer journeys based on events, activities, and goals. Journey Builder can be used to send push notifications to mobile app users as part of a journey. Mobile Push is a product that allows marketers to create, manage, and deliver push notifications to mobile app users. Mobile Push can be used to send push notifications as standalone messages or as part of a journey

NEW QUESTION # 22

A Marketing Cloud admin wants to create a suppression list for hard-bounced email addresses Where could the details be found?

- **A. Query the Bounce Data View**
- B. Query the Send Log
- C. Run an Account Send Summary Report
- D. Run a Bounce Email Report

Answer: A

Explanation:

To create a suppression list for hard-bounced email addresses, the most direct approach is to query the Bounce Data View in SQL. This Data View contains all bounce-related information, allowing admins to specifically filter for hard bounces by the bounce category. Using a query activity, the admin can extract all hard bounce records and create a dynamic or static suppression list based on these results. This method is efficient and ensures that only relevant data is included in the suppression list.

Reference: Salesforce Help - Querying Data Views for Bounce Information

NEW QUESTION # 23

Northern Trail Outfitters wants to optimize their eCommerce site by sending a follow-up Email to a customer after an online purchase is made.

What feature could be used to solicit website feedback without navigating away from the email?

- A. Cloud Page forms Content Block
- **B. Email Form Content Block**
- C. Dynamic Content Block
- D. Reference Content Block

Answer: B

Explanation:

To solicit website feedback directly within an email without navigating away from the email, the feature to use is B. Email Form Content Block. This block allows subscribers to submit feedback directly within the email, enhancing user experience and increasing the likelihood of feedback submission since the subscriber does not need to leave their email environment.

Reference: Salesforce Help - Email Form Content Block

NEW QUESTION # 24

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