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## Salesforce MCE-Admn-201 Web-Based Practice Test

PassCollection offers updated and real Salesforce MCE-Admn-201 Exam Dumps for Salesforce Certified Marketing Cloud Engagement Administrator (MCE-Admn-201) test takers who want to prepare quickly for the MCE-Admn-201 examination. These actual MCE-Admn-201 exam questions have been compiled by a team of professionals after a thorough analysis of past papers and current content of the MCE-Admn-201 test. If students prepare with these valid MCE-Admn-201 questions, they will surely become capable of clearing the MCE-Admn-201 examination within a few days.

### Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q142-Q147):

#### NEW QUESTION # 142

A Marketing Cloud admin is tasked with overhauling the data model for Enterprise. While the current data model is isolated to the email channel and there are plans to expand to both SMS and Push channels in the near future.

Which three data preparations should be made to retain high data quality in the new mode? Choose 3 answers.

- A. Ensure all available data is included.
- B. Remove nonessential data for marketing purposes.
- C. Normalize data and fields to prevent redundancy.
- D. Identify and assign appropriate keys to tie records together.
- E. Ensure every data source has a sendable field.

**Answer: B,C,D**

Explanation:

As the Marketing Cloud admin plans to expand the data model to include SMS and Push channels, it's important to prepare the data model for high data quality:

A). Remove nonessential data for marketing purposes: This helps streamline data management and ensures the data model is not cluttered with irrelevant information, making it easier to manage and use.

B). Identify and assign appropriate keys to tie records together: Proper key management ensures that different data sources can be linked effectively, facilitating a unified view across different marketing channels.

C). Normalize data and fields to prevent redundancy: Normalization reduces data redundancy and inconsistency, which is essential for maintaining data integrity and efficiency in a multi-channel environment.

Reference: Salesforce Help - Data Management Best Practices

#### NEW QUESTION # 143

A Marketing Cloud Admin has noticed a File Drop Automation has been failing on the import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer\_import\_. The import is configured to look for a file named customer\_import\_%%Year%%Month%%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds.

How should the admin fix the issue?

- A. Make sure the file is placed on the correct subfolder within the SFTP
- B. Use the exact filename used for the trigger in the import File Activity
- C. Make sure the filename has a date stamp to avoid duplication
- D. Use %%FILENAME\_FROM\_TRIGGER%% in the import File Activity

**Answer: D**

Explanation:

When using a filename pattern for a File Drop Automation trigger, the import File Activity should use %%

FILENAME\_FROM\_TRIGGER%% as the file name. This ensures that the import activity will use the same file name as the trigger, regardless of the date stamp or other variations

#### NEW QUESTION # 144

Northern Trail Outfitters' security team has password policies they want enforced within Marketing Cloud.

Which policies could the Marketing Cloud admin configure in Setup?

- A. Minimum Password Length, Password Complexity, Password History, Expiration Period
- B. Maximum Password Length, PasswordComplexity, Unique Password, Expiration Period
- C. Minimum Password Length, Use Strong Passphrases, Password History, Number of Security Questions
- D. Minimum Password Length, Use Strong Passphrases, Unique Password, Number of Security Questions

**Answer: A**

Explanation:

Configure the business unit data retention setting to 12 months is the policy that the Marketing Cloud admin could configure in Setup. Business unit data retention setting is a setting that allows marketers to specify how long records in data extensions should be retained at the business unit level. By configuring the business unit data retention setting to 12 months, any inactive data that is older than 12 months will be automatically deleted from the data extensions in that business unit2

#### NEW QUESTION # 145

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys. Which two Marketing Cloud features will support this effort?

Choose 2 answers

- A. Cloud Pages
- B. Data Designer
- C. Content Builder
- D. Web Analytics Connector

**Answer: B,C**

Explanation:

To support the development of a new eCommerce section and leverage transactional data in customer journeys, the following Marketing Cloud features are relevant:

A). Data Designer: Enables the design and configuration of data models within Contact Builder, crucial for managing transactional data effectively for use in journeys.

D). Content Builder: Facilitates the creation of personalized email content using transactional data, enhancing the relevance and engagement of communications sent to customers.

These features are essential for integrating and utilizing transactional data to drive personalized customer interactions within eCommerce contexts.

Reference: Salesforce Help - Data Designer Reference: Salesforce Help - Content Builder

#### NEW QUESTION # 146

A Marketing Cloud admin wants to ensure email sends exclude their testing prefix of [PREVIEW] in the subject line when deploying from Email Studio.

What should the admin do to prevent the prefix from deploying in live sends?

- A. Use Proof instead of [PREVIEW]
- B. Require several campaign approvals
- C. Add [PREVIEW] to the subject line validation list
- D. Wrap the subject line with AMP script

**Answer: C**

#### NEW QUESTION # 147

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