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>> **New MCE-Admn-201 Exam Guide** <<

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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q69-Q74):

NEW QUESTION # 69

Northern Trail Outfitters wants to bring subscriber data from its data warehouse into Marketing Cloud.

Which 2 fields would need minimal consideration, for size/scalability related reasons, when creating a data extension to house the data?

Choose 2 answers

- A. Text
- B. Decimal
- C. Number
- D. Boolean

Answer: C,D

Explanation:

When creating a data extension for subscriber data from a data warehouse, fields that typically require minimal consideration for size or scalability include:

Number: Fields designated as 'Number' generally consume less storage space and are straightforward in terms of scalability and processing within data extensions.

Boolean: Boolean fields, representing simple true/false values, are highly efficient in terms of storage and processing, making them less of a concern in terms of scalability.

Reference: Salesforce Marketing Cloud Data Extension Best Practices

NEW QUESTION # 70

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

Answer: D

NEW QUESTION # 71

A Marketing Cloud admin wants to create an SFTP User for the first time.

Which two considerations should be taken when configuring an SFTP User? Choose 2 answers

- A. Minimum password length is 12 characters.
- B. By default, the username is the MID for the current Marketing Cloud MID.
- C. Once created, the user will need to be activated in order to use the SFTP.
- D. By default, the password will be the password of the logged-in user.

Answer: A,C

Explanation:

When configuring an SFTP user in Marketing Cloud, the following considerations should be taken into account:

B). Minimum password length is 12 characters: Ensuring password security, Marketing Cloud requires SFTP passwords to have a minimum length of 12 characters.

D). Once created, the user will need to be activated in order to use the SFTP: After the SFTP user account is created, it must be activated by the admin before it can be used for file transfers.

Reference: Salesforce Help - Manage SFTP Users

NEW QUESTION # 72

A Marketing Cloud admin is setting up Northern Trail Outfitter's newest business units and several users to assign to the new business units.

How would the admin assign users to the business units?

- A. Search for the individual user, select their name and click Edit Business Units.

- B. Re-import the users to update their assigned business units
- C. Give permissions to users at top-level account to assign their own business units.
- D. Search for the individual user, select their name, and click Manage Business Units.

Answer: A

Explanation:

To assign users to specific business units in Salesforce Marketing Cloud, an admin can manage this directly through the user configuration settings:

Search for the individual user: Navigate to the Users section in Setup.

Select their name and click Edit Business Units: This action allows the admin to manage the business units that the user has access to, enabling or disabling access as required for the new or existing business units.

Reference: Salesforce Marketing Cloud User Management

NEW QUESTION # 73

A marketing Cloud admin wants to ensure sensitive information needed for email sends is NOT imported and stored in Marketing cloud. What solution should they implement?

- A. Field level Encryption
- B. Transparent Data Encryption
- C. Tokenized Sending
- D. Key Management

Answer: C

Explanation:

To ensure sensitive information is not imported and stored in Marketing Cloud, implement:

Tokenized Sending: This approach uses tokens to represent sensitive data, ensuring that the actual data does not reside within Marketing Cloud. Instead, the tokens are matched with the original data only during the send process, enhancing security by minimizing data exposure.

Setup: Configure Tokenized Sending by defining data relationships in Marketing Cloud Connect or through external token providers to integrate seamlessly with the sending process.

Reference: Salesforce Marketing Cloud Tokenized Sending Documentation

NEW QUESTION # 74

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