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Salesforce MCE-Con-201 Exam Syllabus Topics:

Section	Objectives
Topic 1: Tracking, Reporting, and Optimization	- Optimization practices • 1. Deliverability best practices • 2. A/B testing concepts - Analytics and reporting • 1. Email tracking metrics • 2. Campaign performance analysis
Topic 2: Marketing Cloud Core Concepts	- Customer engagement fundamentals • 1. Data model concepts (Contacts, Subscribers, Leads) • 2. Marketing Cloud architecture overview

Topic 3: Email Marketing and Content Creation	- Email Studio capabilities • 1. Content Builder assets and management • 2. Email design and content building - Personalization and dynamic content • 1. Dynamic content rules • 2. AMPscript basics
Topic 4: Automation and Journey Orchestration	- Automation Studio • 1. Automation workflows • 2. Data extension automation processes - Journey Builder • 1. Decision splits and engagement steps • 2. Journey configuration and entry sources
Topic 5: Data Management and Integration	- Data Extensions and Contact Builder • 1. Data modeling and relationships • 2. Import and extract activities - Integration concepts • 1. Salesforce CRM integration • 2. API integrations

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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q53-Q58):

NEW QUESTION # 53

A small restaurant franchise wants to implement Marketing Cloud to support their franchise owners. The corporate office owns the marketing messaging and subscriber lists. The owners of franchised stores add a customized local message to the marketing campaign.

What hierarchy should be recommended?

- A. One parent business unit and a child business unit for each franchise owner.
- B. One business unit with shared folders.
- C. One business unit.
- D. One parent business unit and a child business unit shared across franchise owners.

Answer: A

Explanation:

Because each individual franchise owner needs to add their own customized local message layered onto the corporate-controlled campaign, each franchisee requires a distinct level of content editing access and localized content ownership that a single shared child Business Unit cannot cleanly provide, since a shared BU would mix every franchisee 's local edits together without separation. A

dedicated child Business Unit for each franchise owner gives every location its own isolated content space to build and manage its local message customization, while the parent Business Unit retains centralized ownership and control of the core marketing messaging and the master subscriber lists - those master assets can be built once at the parent level and shared down to each child BU via Shared Content/Shared Data Extensions, preserving corporate control while still enabling individual localization. Option A 's single shared child BU across all franchisees would not adequately separate each owner 's individual local-message customization work. Option B, a single Business Unit for the whole franchise network, provides no structural separation at all between corporate assets and franchisee-level customization. Option D similarly lacks true BU-level isolation, relying only on folder sharing within one account structure. Reference: Business Unit Hierarchy, Franchise/Multi-Location Marketing Cloud Architecture.

NEW QUESTION # 54

A customer wants to send an email confirming opt-in when someone signs up for their emails via a form on their website. The email should arrive within a few minutes of completing the form, and all of the form data needs to be stored in Marketing Cloud to personalize the outgoing email. The customer has access to a developer for working with APIs, but they want to be able to change the email creative without involving the developer.

What should a consultant recommend?

- A. Use a Send Email activity in Automation Studio to run hourly and deploy emails.
- B. Use a SQL Query activity in Automation Studio to run hourly and deploy emails.
- C. Use a Triggered Send Data Extension to capture form data and deploy the email.
- D. Use the WSPProxy via SSJS to deploy the email after capturing form data.

Answer: C

Explanation:

A Triggered Send Definition backed by a dedicated Triggered Send Data Extension is the correct architecture here: the developer 's API call posts the form submission data into the data extension, which fires the associated triggered send within minutes, satisfying the near-immediate delivery requirement. Because the message content lives in Content Builder as a standard editable email, marketing users can update creative, imagery, and copy independently at any time without needing the developer to touch the API integration or trigger logic - the two concerns are cleanly separated. The developer 's involvement is limited to the one- time API integration that posts data into the data extension, not to ongoing content changes. Option B, invoking WSPProxy via SSJS, is a legacy, code-heavy pattern that couples send logic to hand-written script, working against the requirement that non-developers control creative independently. Options C and D, hourly- scheduled Automation Studio activities, cannot meet the ' within a few minutes ' delivery SLA, since they only evaluate and send on a fixed hourly cadence rather than immediately upon form submission. Triggered Send Data Extensions are the standard, exam-tested pattern for fast, API-driven, marketer-editable transactional-style emails. Reference: Triggered Send Definitions, Triggered Send Data Extensions.

NEW QUESTION # 55

Northern Trail Outfitters wants to send an email to website visitors who add items to their cart but fail to make a purchase. The email will include a list of products they added to their shopping cart.

A sendable data extension contains the contact info and a session ID for each subscriber who abandoned their cart.

A second data extension contains the session ID and product details (SKU, product name, quantity, price, image URL).

Which feature should be used to display the list of products for each subscriber in this email?

- A. Lookup AMPscript function
- B. Dynamic Content Block
- C. LookupRows AMPscript function
- D. Enhanced Dynamic Content Block

Answer: C

Explanation:

LookupRows() can retrieve multiple records (e.g., multiple products in a cart) for a given Session ID.

It allows dynamic rendering of multiple product details for each subscriber within the email content.

It is ideal for cart abandonment where one user may have multiple products.

NEW QUESTION # 56

What access should sales and marketing users have to access embedded analytics dashboards?

- A. Marketing Cloud Account Engagement Administrator user role and the Marketing Cloud Account Engagement Permission set assigned
- B. Marketing Cloud Account Engagement user connected to a Salesforce user through User Sync
- C. Marketing Cloud Account Engagement Permission Set and "View Reports" Marketing Cloud Account Engagement user permission
- D. The "Analytics View Only Embedded App" permission set license

Answer: D

NEW QUESTION # 57

A customer wants to import the previous 10 years of customer purchase data into their Marketing Cloud account. Through discovery, it is determined there are over 200 million records they plan to upload via the REST API, and this volume will continue to grow as the current purchase data is added. Which two questions should be asked for further discovery? (Choose 2 answers)

- A. How many API calls are expected to be made at the peak hourly rate?
- B. Why do they require 10 years of historical data in Marketing Cloud?
- C. What time of day are the API calls made?
- D. Does their license include the Large Data Extensions feature?

Answer: B,D

Explanation:

Understanding why 10 years of historical data is required will help assess if storing all that data in Marketing Cloud is necessary and practical (A).

Knowing whether their account includes Large Data Extensions is critical because standard Data Extensions might not efficiently support 200+ million records (C).

NEW QUESTION # 58

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