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Pass Guaranteed Quiz 2026 Salesforce MCE-Admn-201: Salesforce Certified Marketing Cloud Engagement Administrator – High Pass-Rate Valid Exam Tips

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Salesforce Certified Marketing Cloud Engagement Administrator Sample

Questions (Q112-Q117):

NEW QUESTION # 112

When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.

What could explain this behavior?

- A. Data in data extensions corresponding to the customer
- B. The user is getting deleted from the AN Subscribers list
- C. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe
- D. The user gets Added to a blocklist that causes an Enterprise level unsubscribe

Answer: C

Explanation:

The behavior where customers unsubscribe via the Marketing Cloud default Profile Center and do not receive emails from any other business unit is explained by:

D). Business unit unsubscribe setting causes an Enterprise level unsubscribe. This setting means that when a subscriber opts out using the default Profile Center, they are unsubscribed at the enterprise level, impacting all business units within the organization.

Reference: Salesforce Help - Subscriber Unsubscribe Behavior

NEW QUESTION # 113

A new employee is hired into the role of marketing analyst. This user should have access to all tracking data in Marketing Cloud, but no access to any send activities.

Which two default User Roles should be applied to this new user which provides this access to all channels, keeping the principle of least privilege in mind?

- A. Analyst and Marketing Cloud Viewer
- B. Data Manager and Analyst
- C. Content Creator and Marketing Cloud Viewer

Answer: A

Explanation:

To give the marketing analyst access to all tracking data but no send activities, the admin should apply the Analyst and Marketing Cloud Viewer default user roles. The Analyst role allows the user to view tracking data, reports, and dashboards for all channels.

The Marketing Cloud Viewer role allows the user to view content, subscribers, and data extensions, but not modify or send them

NEW QUESTION # 114

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Unique Contact email address
- B. Primary key
- C. Subscriber ID
- D. Unique Contact Identifier

Answer: D

Explanation:

In Salesforce Marketing Cloud, linking new data extensions in Data Designer to existing contact records requires using a "Unique Contact Identifier." This identifier ensures that each record in the data extension can be uniquely associated with a corresponding record in the contact database, thereby enabling accurate targeting, segmentation, and personalization. It is vital that this identifier is consistently used across data extensions to maintain data integrity and proper linkages.

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

NEW QUESTION # 115

Northern Trail Outfitters wants to leverage the REST API for an external application they plan to build. Where should their Marketing Cloud admin set up permissions to allow REST authentication?

- A. Security Settings
- B. Salesforce Integration
- C. Data Management
- **D. Installed Packages**

Answer: D

Explanation:

To enable REST API access for external applications in Salesforce Marketing Cloud, permissions need to be configured within Installed Packages. This area allows administrators to manage API integrations and set authentication protocols.

Installed Packages: Navigate to this section in the Marketing Cloud setup menu. Create or select an existing package to configure API integration. Set up the API integration by generating the API key and secret, which are essential for authenticating the external application's API requests.

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

NEW QUESTION # 116

Setup Assistant provides information and resources for configuring a new Marketing Cloud account.

Which two topics does Setup Assistant cover?

Choose 2 answers

- A. Managing the Enhanced SFTP
- **B. Configuring Journey Builder**
- C. Setting up the Data Structure
- **D. Enabling Mobile Connect**

Answer: B,D

Explanation:

Setup Assistant in Marketing Cloud provides a guided setup for configuring new accounts and covers various topics to streamline the process, including:

A). Enabling Mobile Connect: This section guides admins through setting up Mobile Connect, which allows them to send SMS and MMS messages to mobile devices.

C). Configuring Journey Builder: This part of the Setup Assistant helps set up Journey Builder, guiding users on how to create and manage customer journeys effectively.

Reference: Salesforce Help - Setup Assistant

NEW QUESTION # 117

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