

# MCE-Admn-201 Real Braindumps | Reliable MCE-Admn-201: Salesforce Certified Marketing Cloud Engagement Administrator



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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q21-Q26):

### NEW QUESTION # 21

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- A. Configure the business unit data retention setting to 12 months
- **B. Apply a Row Based Retention to each data extension as it is created, set to 12 months**
- C. Configure the Enterprise-wide default retention to one year
- D. Set inactive data to be automatically cleared after one year, but is recoverable

**Answer: B**

Explanation:

To manage data retention for inactive data in data extensions, the best approach is to apply a Row Based Retention policy directly to each data extension. This method allows precise control over how long data is retained based on the creation or modification date

of each row.

Row Based Retention: Set this on each data extension as it is configured. Specify that data should be cleared after 12 months of inactivity. This approach ensures that only data which has not been engaged with for the specified period is removed, thus optimizing data storage and maintaining compliance with data management policies.

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

#### NEW QUESTION # 22

Which activity should be used for multivariate content testing within Journey Builder?

- A. Engagement Split
- **B. Content Split**
- C. Random Split
- D. Decision Split

**Answer: B**

Explanation:

The Content Split activity should be used for multivariate content testing within Journey Builder. This activity allows the journey to send different versions of email content to different audience segments and measure their performance based on open or click rates. The other activities are not suitable for multivariate content testing.

#### NEW QUESTION # 23

Northern Trail Outfitters just purchased Marketing Cloud.

Which three tasks would the Marketing Cloud admin be guided through in Setup Assistant?

Choose 3 answers

- **A. Creating users and assigning roles which meet their job functions**
- **B. Importing data into contacts using the Data Loader**
- C. Classifying sends and defining parameters for email sends
- D. Creating a SMS message and sending a mobile campaign
- **E. Building the data structure used to store audience information**

**Answer: A,B,E**

Explanation:

In the Setup Assistant for a new Salesforce Marketing Cloud instance, the admin is guided through several critical tasks to establish the operational environment:

Creating users and assigning roles: Setup Assistant helps define user roles and permissions tailored to specific job functions, ensuring proper access control and workflow management.

Building the data structure: This task involves creating data extensions and attribute groups to effectively organize and manage customer data.

Importing data into contacts: Utilizing tools like Data Loader, the admin can import existing customer data into Marketing Cloud, setting the foundation for targeted marketing activities.

Reference: Salesforce Marketing Cloud Setup Assistant

#### NEW QUESTION # 24

Which three options determine when a contact could enter a journey?

Choose 3 answers.

- A. Re-entry by date
- **B. No re-entry**
- **C. Re-entry only after exiting**
- **D. Re-entry at any time**
- E. Re-entry by attribute

**Answer: B,C,D**

Explanation:

The options that determine when a contact can enter a journey in Marketing Cloud's Journey Builder include:

A). Re-entry at any time: Contacts can re-enter the journey immediately after their previous participation ends.

D). No re-entry: Contacts are not allowed to re-enter the journey once they have entered it, regardless of whether they have completed it or not.

E). Re-entry only after exiting: Contacts can only re-enter the journey after they have fully exited, ensuring they complete all activities before re-entering.

Reference: Salesforce Help - Journey Settings

### NEW QUESTION # 25

What functionality is contained in Journey Builder that does not exist in Automation Studio?

- A. Native execution of a Server-side JavaScript activity.
- B. The ability to send an email to a Salesforce audience.
- C. The option to convert a qualified Lead to a Contact.
- **D. Flexibility to wait based on duration or a specific time.**

**Answer: D**

Explanation:

A functionality unique to Journey Builder that is not available in Automation Studio:

Wait Activities: Journey Builder provides the flexibility to configure wait times based not just on a fixed duration but also until a specific date or time, which is essential for personalizing the timing of customer interactions based on individual behaviors or milestones.

Reference: Salesforce Marketing Cloud Journey Builder

### NEW QUESTION # 26

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