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## Salesforce MCE-Admn-201 Exam | Questions MCE-Admn-201 Exam - Ensure you Pass MCE-Admn-201: Salesforce Certified Marketing Cloud Engagement Administrator Exam

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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q138-Q143):

### NEW QUESTION # 138

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud. What should the Marketing Cloud admin consider when sending from the new IP Address?

- **A. Building desirable sending history and data will be variable based on list size and engagement.**
- B. The IP address is on reserve, is already in use, and has an email sending history.
- C. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.
- D. Sending in large volumes will alert ISPs the new IP Address is now in use.

**Answer: A**

Explanation:

When transitioning to a new IP address in Marketing Cloud, consider:

IP Warming: Gradually increase the volume of emails sent from the new IP address to build a good sender reputation with Internet Service Providers (ISPs). This involves carefully managing the list size and subscriber engagement to optimize deliverability.

Monitor Engagement: Monitor how subscribers interact with emails sent from the new IP. Engagement rates influence how ISPs perceive the quality of the sender.

Reference: Salesforce Marketing Cloud IP Warming Best Practices

### NEW QUESTION # 139

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app?

Choose 2 answers

- **A. Mobile Push**
- B. Mobile Connect
- **C. Journey Builder**
- D. Contact Builder

**Answer: A,C**

Explanation:

Journey Builder and Mobile Push are two products that would allow them to send push notifications to customers with their mobile app. Journey Builder is a product that allows marketers to create and execute cross-channel customer journeys based on events, activities, and goals. Journey Builder can be used to send push notifications to mobile app users as part of a journey. Mobile Push is a product that allows marketers to create, manage, and deliver push notifications to mobile app users. Mobile Push can be used to send push notifications as standalone messages or as part of a journey

### NEW QUESTION # 140

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?

- **A. Tokenized Sending**
- B. Master-detail relationship to Contacts
- C. Lookup reference to Contact Object
- D. Field Level Encryption

**Answer: A**

Explanation:

For Northern Trail Outfitters to avoid storing sensitive information such as email addresses and phone numbers directly in Marketing Cloud, the recommended feature is:

Tokenized Sending: This method replaces sensitive data with tokens that can be used in communications without exposing actual data values. It helps in maintaining the confidentiality and integrity of personal data while still enabling personalized marketing communications.

Implementation: Set up Tokenized Sending by configuring the data relationships either through Marketing Cloud Connect or using an external token provider. This ensures that during the send process, the system uses tokens to retrieve and incorporate actual data temporarily without storing it in the database.

Reference: Salesforce Marketing Cloud Tokenized Sending

### NEW QUESTION # 141

A MC admin wants to sync Contacts from Sales Cloud, but is concerned about the number of Contacts since not all the contacts will be sent an email.

What should the admin do to ensure only specific Contacts are synced?

- A. Filter existing records in All Subscribers
- B. Filter records on a formula field
- C. Filter records created after a specified date
- **D. Filter records on a Boolean field**

**Answer: D**

Explanation:

To sync specific contacts from Sales Cloud to Marketing Cloud without syncing all contacts, particularly when not all contacts need email communications, the admin should use a Boolean field to filter the contacts.

This can be configured in the Contact Builder under Data Sources. A Boolean field allows for a simple true/false condition that can be set in Sales Cloud and used to control which records are synchronized based on their relevance for email communication. This method ensures that only contacts marked true (or false, depending on the setup) are brought into Marketing Cloud, efficiently managing the sync and keeping irrelevant contacts out of the system.

Reference: Salesforce Help - Synchronize Salesforce Data

### NEW QUESTION # 142

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year. Where would the admin retrieve this information?

- A. Email Studio > Email > Tracking > Sends
- B. Contact Builder > All Contacts > Email
- **C. Analytics Builder > Reports > Email Send Report**
- D. Studio > Email > Subscribers > All Subscribers

**Answer: C**

Explanation:

To determine the total number of emails sent across all business units in the last calendar year, the Marketing Cloud admin should use Analytics Builder > Reports > Email Send Report. This section of Analytics Builder provides comprehensive reporting capabilities, including the ability to generate detailed reports on email sends across different business units over specified time periods.

Reference: Salesforce Help - Email Send Reports

### NEW QUESTION # 143

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