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There are different ways to achieve the same purpose, and it's determined by what way you choose. A lot of people want to pass Salesforce certification MCE-Admn-201 exam to let their job and life improve, but people participated in the Salesforce Certification MCE-Admn-201 Exam all knew that Salesforce certification MCE-Admn-201 exam is not very simple. In order to pass Salesforce certification MCE-Admn-201 exam some people spend a lot of valuable time and effort to prepare, but did not succeed.

Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q154-Q159):

NEW QUESTION # 154

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- A. Target Data Extension
- B. Selected SFTP folder
- C. Original SFTP folder
- **D. Safehouse**

Answer: D

Explanation:

When a File Transfer Activity is used to decrypt an encrypted file on Marketing Cloud's SFTP, the decrypted data is temporarily stored in the Safehouse. The Safehouse is a secure data storage location within Marketing Cloud used for temporary storage during file processing tasks, such as decryption, before the data is moved to its final destination, like a data extension.

Reference: Salesforce Help - File Transfer Activity

NEW QUESTION # 155

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

Answer: A,D

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 # 156

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script.

The Company collects the following information:

- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).

The Company does not want to link everything in Contact Builder.

Which are the two data sources that must be incorporated inside Contact Builder?

Choose 2 answers.

- A. Payment Details
- **B. Event Registration**
- C. Venue Details
- **D. Customer Data**

Answer: B,D

Explanation:

For the entertainment company's setup using Contact Builder and Journey Builder, the two data sources essential to incorporate are:

A). Customer Data: This is crucial because it includes basic customer identifiers such as email addresses, which are necessary for sending emails and personalizing communications.

B). Event Registration: This data is critical as it contains the event-specific details needed for the decision splits in the journey, such as event ID, event type, and event name, which will determine the content of emails, including dynamic venue details through AMPscript.

These data sources ensure that the journeys can be personalized and targeted based on the customer's registered events, enhancing the relevance and effectiveness of the communications.

Reference: Salesforce Help - Contact Builder

NEW QUESTION # 157

Where would a Marketing Cloud admin view all verified email addresses?

- **A. From Address Management**
- B. Sender Profiles
- C. Reply Mail Management
- D. Identity Verification Log

Answer: A

Explanation:

To view all verified email addresses in Marketing Cloud:

Navigate to From Address Management: This section within Email Studio allows administrators to manage and view all sender addresses that have been verified and are approved for use in sending emails.

Verification and Management: This area specifically holds records of each email address that has been set up and verified, including the status of each, ensuring they are authorized to send emails from the platform.

Reference: Salesforce Marketing Cloud Email Studio Documentation

NEW QUESTION # 158

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

Answer: A

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 # 159

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