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MCE-Admn-201 - Salesforce Certified Marketing Cloud Engagement Administrator Latest Valid Exam Tips

What is more difficult is not only passing the Financials in Salesforce Certified Marketing Cloud Engagement Administrator (MCE-Admn-201) certification exam, but the acute anxiety and the excessive burden also make the candidate nervous to qualify for the Salesforce Certified Marketing Cloud Engagement Administrator (MCE-Admn-201) certification. If you are going through the same tough challenge, do not worry because Prep4cram is here to assist you.

Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q152-Q157):

NEW QUESTION # 152

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping.

What action should NTO take?

- A. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- B. Create a user-initiated message to logged-in customers to send once the website is restored.
- **C. Create and send an apology email that includes a discount for a future purchase to all customers**
- D. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.

Answer: C

Explanation:

Given the website outage experienced by NTO during a peak shopping period:

D). Create and send an apology email that includes a discount for a future purchase to all customers: This action acknowledges the inconvenience caused by the outage and incentivizes customers to return to the site.

Offering a discount can help mitigate any negative sentiment and encourage customers to complete their interrupted purchases.

This approach helps to maintain customer goodwill and potentially recover some of the lost sales due to the outage.

Reference: Salesforce Help - Email Best Practices

NEW QUESTION # 153

Northern Trail Outfitters (NTO) hired a new Marketing Cloud admin, who was told all emails come from info@email.nto.com. The previous admin did not leave any documentation.

Which aspects would confirm a Sender Authentication Package (SAP) has been set up on the account?

2 answers

- A. Users receive Marketing Cloud password reset emails from help@email.nto.com
- B. Upon receiving an email, all tracked links start with click.email.nto.com
- C. Cloudpages personalized URLs are served from cloud.email.nto.com
- D. The login page for Marketing Cloud Users is login.email.nto.com and is branded with NTO colors

Answer: B,C

Explanation:

To verify if a Sender Authentication Package (SAP) has been set up, check:

Tracked Links Prefix: If all links in emails sent start with click.email.nto.com, it indicates that a SAP is configured for link rewriting to include the company's domain.

CloudPages URL: Personalized URLs for CloudPages that use the domain cloud.email.nto.com also suggest that SAP is set up, ensuring that all customer-facing URLs reflect the organization's branding.

Reference: Salesforce Marketing Cloud SAP Documentation

NEW QUESTION # 154

A customer wants Sales Cloud users to create and send Marketing Cloud emails. Which two recommendations should the consultant make?

Choose 2 answers

- A. Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.
- B. Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- C. The consultant should enable the Create Email feature on the user Profile in the Sales Cloud.
- D. The consultant should enable deep linking in Marketing Cloud Connect configuration.

Answer: B,D

Explanation:

To enable Sales Cloud users to create and send Marketing Cloud emails:

User Mapping: Ensure there is a one-to-one relationship between Sales Cloud and Marketing Cloud users to facilitate seamless functionality and data consistency.

Deep Linking: Enable deep linking in Marketing Cloud Connect. This allows Sales Cloud users to access Marketing Cloud features directly from within the Sales Cloud interface, enhancing user experience and efficiency.

Reference: Salesforce Marketing Cloud Connect

NEW QUESTION # 155

Northern Trail Outfitters is preparing to send a promotional email. The audience file was loaded into a data extension but does not display for Marketing Cloud admin scheduling the send.

What should the admin confirm to resolve the issue?

- A. The data extension is marked as Sendable
- B. The Data extension is marked as Sendable and Testable
- C. The data extension contains a Salesforce ID
- D. The data extension is linked using the Contact Key

Answer: A

Explanation:

To resolve the issue of a data extension not appearing for email sends, confirm:

Sendable Status: Ensure the data extension is marked as Sendable. This setting links the data extension to a subscriber attribute, allowing it to be used for email sends.

Configuration Check: Verify the send relationship within the data extension properties, ensuring it correctly relates to the subscriber key or another unique identifier used for email campaigns.

Reference: Salesforce Marketing Cloud Data Extension Setup

NEW QUESTION # 156

Northern Trail Outfitters (NTO) has a franchise model which allows locally-owned stores to operate under the corporate umbrella. They are required by corporate policy to email each franchisee a monthly statement, but the statement cannot be publicly accessible. Which Marketing Cloud product should NTO purchase as a solution?

- A. Email Ratchments
- B. Analytics Builder
- C. Content Syndication
- **D. Distributed Sending**

Answer: D

Explanation:

For Northern Trail Outfitters (NTO) to send monthly statements to franchisees under a policy that requires the content not to be publicly accessible, the appropriate solution is Distributed Sending. This product allows corporate to control and manage email content centrally while enabling local franchises to send these emails directly to their respective recipients. This ensures that statements remain private and are only accessible to the intended recipients.

Reference: Salesforce Help - Distributed Sending

NEW QUESTION # 157

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