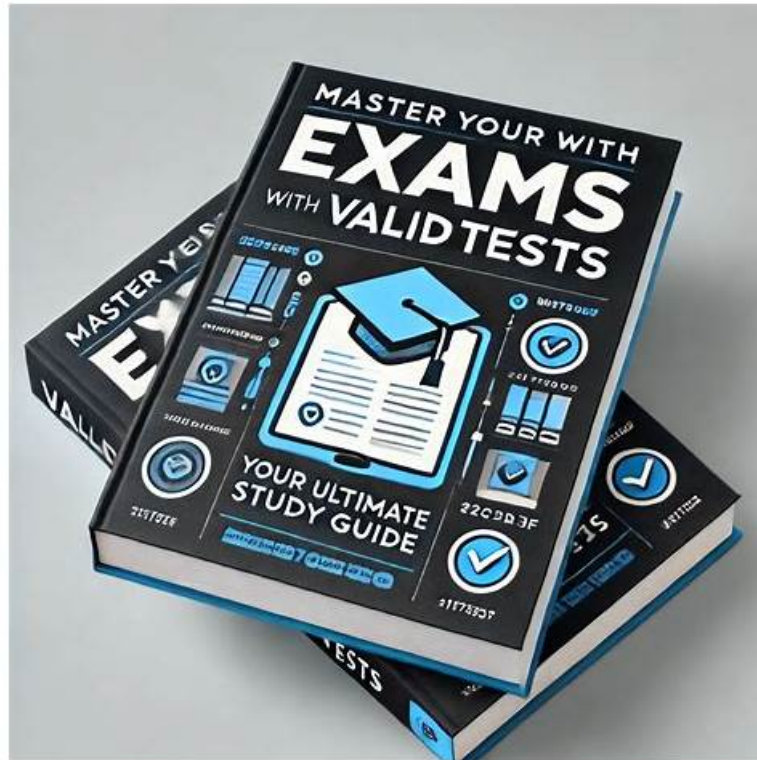


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## Salesforce Valid MCE-Admn-201 Test Simulator - 100% Pass-Rate MCE-Admn-201 Question Explanations and Realistic New Salesforce Certified Marketing Cloud Engagement Administrator Real Exam

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## Salesforce Certified Marketing Cloud Engagement Administrator Sample

## Questions (Q50-Q55):

### NEW QUESTION # 50

Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave. How should NTO create a new user to fill in?

- A. Deactivate the campaign manager's license and assign it to the new user
- B. Delete the campaign manager's user and create a new user
- C. Disable the campaign manager's user and create a new user
- D. Transfer the campaign manager's permissions to a new user

**Answer: A**

Explanation:

To efficiently manage limited licenses and ensure continuity in campaign management while the campaign manager is on parental leave:

**Deactivate the Existing User:** Temporarily deactivate the campaign manager's user account. This action frees up a license without deleting the user's historical data or settings.

**Reassign the License:** Assign the freed-up license to a new user who will temporarily fill the campaign manager's role. This approach maintains operational efficiency and compliance with license limitations.

Reference: Salesforce Marketing Cloud User Management Documentation

### NEW QUESTION # 51

A Marketing Cloud admin wants to append an Urchin Tracking Module (UTM) variable string to links in all emails. What functionality would allow this?

- A. Use Web and Mobile Analytics.
- B. Configure Parameter Manager.
- C. Link a Google Analytics Account.

**Answer: B**

### NEW QUESTION # 52

Northern Trail Outfitters has imported a file into All Subscribers. They then received a results file stating admin@example.com could NOT be imported.

Which error code would the file contain for this record?

- A. Skipped Records
- B. Restricted Values
- C. Invalid Email Address
- D. List Detective

**Answer: D**

Explanation:

When Northern Trail Outfitters imported a file into All Subscribers and received a results file indicating that admin@example.com could not be imported, the likely error code that would appear in the file is B. List Detective. List Detective is a built-in functionality of Marketing Cloud that prevents the addition of email addresses that do not meet certain criteria to ensure list quality and compliance. It automatically blocks common role-based emails or improperly formatted email addresses.

Reference: Salesforce Help - List Detective

### NEW QUESTION # 53

Northern Trail Outfitters uses Parameter Manager to automatically tag links, they want to include a Campaign Identifier to the links within a specific campaign message.

At which level should the utm\_campaign value be configured?

- A. Subscriber

- B. Email
- C. Link
- D. Account

**Answer: B**

Explanation:

For Northern Trail Outfitters to include a Campaign Identifier (utm\_campaign) to the links within a specific campaign message using Parameter Manager, the utm\_campaign value should be configured at the Email level. This allows the specific campaign identifier to be applied to all links within that particular email campaign, ensuring consistent tracking and reporting across all links included in that email.

Reference: Salesforce Help - Parameter Manager

#### **NEW QUESTION # 54**

Northern Trail Outfitters has five business units in their Marketing Cloud account. All business units should be configured to use the same SFTP directory. How should this setup be achieved?

- A. Child business unit SFTP user should be created
- B. All child business units should have an individual SFTP user
- C. Copy the parent SFTP user into each child business unit
- D. Each business unit should have multiple SFTP users

**Answer: C**

Explanation:

To configure multiple business units in Marketing Cloud to use the same SFTP directory, the most efficient method is to copy the parent SFTP user credentials into each child business unit. This approach ensures all business units access the same SFTP directory for file transfers, maintaining consistency and simplifying management of file access across the business units. This setup avoids the complexity and maintenance of separate SFTP users for each business unit, streamlining operations.

Reference: Salesforce Help - SFTP Setup with Business Units

#### **NEW QUESTION # 55**

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