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All contents are being explicit to make you have explicit understanding of this exam. Some people slide over ticklish question habitually, but the experts help you get clear about them and no more hiding anymore. Their contribution is praised for their purview is unlimited. None cryptic contents in MCE-Admn-201 practice materials you may encounter.

Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q112-Q117):

NEW QUESTION # 112
When customers use the Marketing Cloud default Profile Center link to unsubscribe it causes users to not receive emails from any other business unit.
What could explain this behavior?

- A. The user Is getting deleted from the AN Subscribers list
- B. Data in data extensions corresponding to the customer

- C. The user gets Added to a blocklist that causes an Enterprise level unsubscribe
- D. Is removed Business unit unsubscribe setting causes an Enterprise level unsubscribe

Answer: D

Explanation:
The behavior where customers unsubscribe via the Marketing Cloud default Profile Center and do not receive emails from any other business unit is explained by:
D). Business unit unsubscribe setting causes an Enterprise level unsubscribe. This setting means that when a subscriber opts out using the default Profile Center, they are unsubscribed at the enterprise level, impacting all business units within the organization.
Reference: Salesforce Help - Subscriber Unsubscribe Behavior

NEW QUESTION # 113
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. Create and send an apology email that includes a discount for a future purchase to all customers
- B. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- C. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- D. Create a user-initiated message to logged-in customers to send once the website is restored.

Answer: A

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 # 114
NTO wants to format links for consumption by Google Analytics 360. NTO wants to make sure they do not have any data which could be considered Personally Identifiable information (PII) within their links.
Which three values could be used as personalization strings in query string parameters?
Choose 3 answers

- A. Name
- B. Subscriber ID
- C. Application ID
- D. Email Address
- E. Product Code

Answer: B,C,E

Explanation:
For NTO to format links for Google Analytics 360 without including PII, they should use non-personally identifiable information in the query string parameters. Suitable options include:
A). Product Code: Identifies a product without revealing customer identity.
B). Application ID: An internal reference that does not disclose personal details.
C). Subscriber ID: A unique identifier for a subscriber that is not directly tied to personal details like an email or name.
Reference: Salesforce Help - Personalization Strings and PII

NEW QUESTION # 115
Where would a Marketing Cloud admin view all verified email addresses?

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

Answer: C

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 # 116
Northern Trail Outfitters was given a set of requirements from their governance team to protect against misuse of customer data. One item mandated Marketing Cloud users should NOT be able to export data without approval from the governance team, however, users should still be able to view data within the system.
Which feature would allow compliance with this requirement?

- A. IP Allowlist
- B. Identity Verification
- C. Audit Trail
- D. Export Email Allowlist

Answer: D

Explanation:
The Export Email Allowlist feature allows the admin to specify a list of email addresses that are authorized to receive data exports from Marketing Cloud. This feature can help protect against misuse of customer data by preventing unauthorized users from exporting data without approval. The other features do not directly address the requirement of restricting data exports.

NEW QUESTION # 117
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