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**CERTIFIED MARKETING CLOUD  
ENGAGEMENT ADMINISTRATOR  
(MCE-ADMN-201) EXAM  
PRACTICE QUESTIONS**

**Q1**

A Marketing Cloud Administrator noticed a File Drop Automation has been failing on the Import File activity. The automation is configured with a filename pattern, so the filename is expected to begin with customer import\_. The import is configured to look for a file named Customer import %%Year%% Month%%Day%%.csv, however, the admin notices the filenames include seconds and milliseconds  
what should the admin do to fix the issue

- A** use %%FILENAME\_FROM\_TRIGGER%% in the ImportFile Activity
- B** Make sure the team has a date stamp to avoid duplication
- C** Make sure the files placed on the correct subfolder within the SFTP
- D** Use the exact file name used for the trigger in the Import File Activity

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### **Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q96-Q101):**

#### **NEW QUESTION # 96**

Northern Trail Outfitters has Marketing Cloud users who need data extension View and Update permissions for campaigns related to B3C sales, but not any permissions for campaigns related to B2B sales.

How should they accomplish this?

- **A. Create separate folders and add permissions**
- B. Create a new business unit
- C. Update data extension object level permissions
- D. Create a shared data extension

**Answer: A**

Explanation:

To manage user permissions for different campaign types in Marketing Cloud effectively:

Folder Structure: Organize data extensions into separate folders based on campaign type (B2C vs B2B).

Folder Permissions: Assign user permissions at the folder level, granting View and Update permissions to B3C sales campaign folders, while restricting access to B2B sales campaign folders.

Reference: Salesforce Marketing Cloud Folder and User Permissions

#### **NEW QUESTION # 97**

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. Customer Data**
- C. Venue Details
- **D. Event Registration**

**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 # 98

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest-value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should the customer use to create an audience for this campaign?

Choose 3 answers

- A. Lifetime Purchase Value
- B. Proximity to Store
- C. Conversion Rate
- D. Ages in Household
- E. Last Purchase Date

**Answer: A,C,E**

Explanation:

To effectively target high-value outdoor sports customers likely to respond to a deep product discount:

Lifetime Purchase Value: Identify customers who have demonstrated significant financial commitment to the brand over time.

Conversion Rate: Focus on customers with a higher likelihood of responding based on past conversion metrics.

Last Purchase Date: Include customers who have made recent purchases, indicating active engagement and potential interest in new offers.

Reference: Salesforce Marketing Cloud Audience Segmentation

### NEW QUESTION # 99

A Marketing Cloud admin is using the Import Wizard to import data into a non-sendable data extension, but receives an error indicating the import type being used requires a primary key.

Which import type could the admin use instead?

- A. Overwrite
- B. Add and Update
- C. Add Only
- D. Update Only

**Answer: A**

Explanation:

When using the Import Wizard to import data into a non-sendable data extension that encounters an error due to the primary key requirement, choosing the "Overwrite" import type is the correct solution. The "Overwrite" option allows the admin to completely replace the existing data in the data extension with the new data from the import file. This type of import does not require a primary key because it does not need to reference individual records for updates or additions; it simply replaces all records in the data extension. Other import types like "Add Only," "Add and Update," and "Update Only" require a primary key to differentiate between records, especially when updating or adding specific records without deleting existing data.

References:

Salesforce Marketing Cloud Documentation on "Data Management"

### NEW QUESTION # 100

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

What is the best way to facilitate this within Contact Builder?

- A. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- **B. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.**
- C. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- D. Create three distinct Attribute Groups that link each data extension directly to Contacts.

**Answer: B**

Explanation:

To effectively set up a welcome journey leveraging customer data across multiple data extensions in Contact Builder:

**Single Attribute Group:** Create one cohesive Attribute Group that interlinks Customers to Contacts, Orders to Customers, and Products to Orders. This setup ensures a streamlined data flow and relational integrity, crucial for targeting and personalization within the journey.

**Data Relationships:** This configuration facilitates the use of data across different stages of customer interaction—from acquisition through orders to product preferences—enabling more personalized journey experiences.

Reference: Salesforce Marketing Cloud Contact Builder

## NEW QUESTION # 101

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For example, a Help thread can be within an appropriate Group e.g. MCE-Admn-201 A Mac application and an iPhone application can still share most of their code, but they must have different user interfaces.

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