

Salesforce MCE-Admn-201 Valid Exam Experience & Latest MCE-Admn-201 Study Guide



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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q44-Q49):

NEW QUESTION # 44

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year. Where would the admin retrieve this information?

- A. Studio > Email > Subscribers > All Subscribers
- **B. Analytics Builder > Reports > Email Send Report**
- C. Email Studio > Email > Tracking > Sends
- D. Contact Builder > All Contacts > Email

Answer: B

Explanation:

To determine the total number of emails sent across all business units in the last calendar year, the Marketing Cloud admin should use Analytics Builder > Reports > Email Send Report. This section of Analytics Builder provides comprehensive reporting capabilities, including the ability to generate detailed reports on email sends across different business units over specified time periods.

Reference: Salesforce Help - Email Send Reports

NEW QUESTION # 45

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. Security Settings
- C. Data Management
- 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 # 46

A customer needs to link demographic information to its contact model in Contact Builder. What type of relationship should be used?

- A. Many -to -Many Relationship
- B. One -to -One Relationship
- C. Many -to -One Relationship
- **D. One -to -Many Relationship**

Answer: D

Explanation:

For linking demographic information to a contact model in Contact Builder:

A). One-to-Many Relationship: This type of relationship is appropriate when a single contact can have multiple demographic records. It helps to manage and utilize demographic data effectively within personalized marketing campaigns.

This relationship type supports efficient data management and targeting by allowing multiple demographic attributes for a single contact within the marketing database.

Reference: Salesforce Help - Data Relationships in Contact Builder

NEW QUESTION # 47

A Marketing Cloud admin is configuring the Marketing Cloud data model for the first time. Journey Builder with messages being

sent to customers, based on if there has been an order or not. There are two existing data model Orders:

- Customers contains information about subscribers including Email Address, First Name, Last name.

- Orders contains information about the orders and includes the unique identifier of the customer In which two ways should the admin configure Data Designer to allow this data to be used within a journey?

Choose 2 answers

- A. Link the Orders data extension to the Customers data extension using a One-to-Many relationship
- B. Link the Orders data extension to the Customers data extension using a Many-to-Many relationship
- C. Link the Customers data extension to the data model using Customer ID
- D. Link the Customers data extension to the data model using Email Address

Answer: A,C

Explanation:

To configure the data model in Marketing Cloud for effective use in Journey Builder:

Customer ID Linkage: Connect the Customers data extension to the data model using the Customer ID. This serves as a unique identifier to relate customer records across different data extensions.

One-to-Many Relationship: Establish a One-to-Many relationship between the Orders data extension and the Customers data extension. This setup accurately reflects that each customer can have multiple orders but each order is linked to only one customer, facilitating targeted messaging based on order status.

Reference: Salesforce Marketing Cloud Data Designer Documentation

NEW QUESTION # 48

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

How should they accomplish this?

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

Answer: B

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 # 49

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