

MCE-Con-201 Prüfungsfragen Prüfungsvorbereitungen 2026: Salesforce Certified Marketing Cloud Engagement Consultant - Zertifizierungsprüfung Salesforce MCE-Con-201 in Deutsch Englisch pdf downloaden



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Salesforce MCE-Con-201 Exam Syllabus Topics:

Section	Objectives
Topic 1: Automation and Journey Orchestration	- Journey Builder • 1. Decision splits and engagement steps • 2. Journey configuration and entry sources - Automation Studio • 1. Data extension automation processes • 2. Automation workflows
Topic 2: Email Marketing and Content Creation	- Email Studio capabilities • 1. Email design and content building • 2. Content Builder assets and management - Personalization and dynamic content • 1. Dynamic content rules • 2. AMPscript basics

Topic 3: Data Management and Integration	- Data Extensions and Contact Builder • 1. Import and extract activities • 2. Data modeling and relationships - Integration concepts • 1. Salesforce CRM integration • 2. API integrations
Topic 4: Tracking, Reporting, and Optimization	- Analytics and reporting • 1. Campaign performance analysis • 2. Email tracking metrics - Optimization practices • 1. A/B testing concepts • 2. Deliverability best practices
Topic 5: Marketing Cloud Core Concepts	- Customer engagement fundamentals • 1. Marketing Cloud architecture overview • 2. Data model concepts (Contacts, Subscribers, Leads)

>> MCE-Con-201 Examsfragen <<

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Salesforce Certified Marketing Cloud Engagement Consultant MCE-Con-201 Prüfungsfragen mit Lösungen (Q74-Q79):

74. Frage

"What record page layouts can the Send Engage Email button be added to?"

- A. Contract
- B. User
- C. Opportunity
- D. Case

Antwort: C

75. Frage

Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2,500 contacts for any send.

What should be used to prevent emails from being sent if they exceed 2,500 contacts?

- A. Script Activity
- B. Query Activity
- C. Verification Activity

- D. Stop Activity

Antwort: C

Begründung:

The Verification Activity in Automation Studio is specifically designed to evaluate a target data extension against a defined condition - such as a maximum row/record count - before the automation is allowed to proceed to the next step. Configured with a row-count threshold of 2,500, it checks each segmented loyalty data extension prior to the send step and, if the count exceeds that threshold, can halt the automation and optionally notify an administrator, preventing an oversized segment from ever reaching the Send Activity. This is exactly the safeguard the scenario calls for: proactively preventing sends rather than reacting after the fact. A Stop Activity (B) unconditionally halts an automation wherever it is placed - it has no built-in conditional evaluation logic of its own and cannot, by itself, assess whether a count threshold has been exceeded; it would need to be paired with something like a Verification Activity to be meaningful here. A Script Activity (C) could theoretically be custom-coded to check a count, but this introduces unnecessary development overhead when a native, purpose-built activity already exists. A Query Activity (D) segments or transforms data but has no native conditional gating or count-based stop logic. Reference: Automation Studio Verification Activity.

76. Frage

A data team wants to automate the sync of subscribers, unsubscribes, and status from their enterprise account to their external CRM in one consolidated file. They need to find subscribers in their Marketing Cloud account and their unsubscribe data for child business units. Which two data views would they use to achieve this? Choose 2 answers

- A. _BusinessUnitUnsubscribes
- B. _Unsubscribe
- C. _Complaint
- D. _Subscribers

Antwort: A,D

Begründung:

To synchronize subscriber data and unsubscribe statuses across all child business units in an Enterprise 2.0 Marketing Cloud account to an external CRM, the appropriate data views to query are _Subscribers and _BusinessUnitUnsubscribes.

_Subscribers Data View: This data view contains information about all subscribers in the Marketing Cloud account, including their Subscriber Key, Email Address, Status (e.g., Active, Unsubscribed, Bounced, Held), and other attributes. It is essential for identifying subscribers and their current status across the enterprise account.

Why it's needed: The question specifies finding subscribers in the Marketing Cloud account, which requires querying the _Subscribers data view to retrieve subscriber details.

_BusinessUnitUnsubscribes Data View: This data view tracks unsubscribe events at the business unit level, including the Subscriber Key, Business Unit ID, Event Date, and other details for each unsubscribe event. It is critical for capturing unsubscribe data across child business units in an Enterprise 2.0 account, as it provides a consolidated view of unsubscribe activities specific to each business unit.

Why it's needed: The question emphasizes capturing unsubscribe data for child business units, which _BusinessUnitUnsubscribes uniquely provides.

77. Frage

Northern Trail Outfitters injects outcomes into Journey B based upon email engagement in Journey A. Which method would facilitate this solution?

- A. In Journey A, engagement split email send. In Automation Studio, query _Journey Activity data view for the Engagement Split Result Boolean field; Use resultant data extension for Journey B injection.
- B. In Journey A, engagement split followed by Update Contact Activity to Boolean field on an engagement data extension; Query engagement data extension for Journey B injection.
- C. In Automation Studio, query activity engagement on Journey System Data View for email send in Journey A; Use resultant data extension for Journey B injection.
- D. In Automation Studio, use verification activity to verify engagement or email in Journey A; Query engagement data extension for Journey B injection.

Antwort: B

Begründung:

This avoids relying directly on querying system data views and enables near-real-time, easy-to-manage segmentation.

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