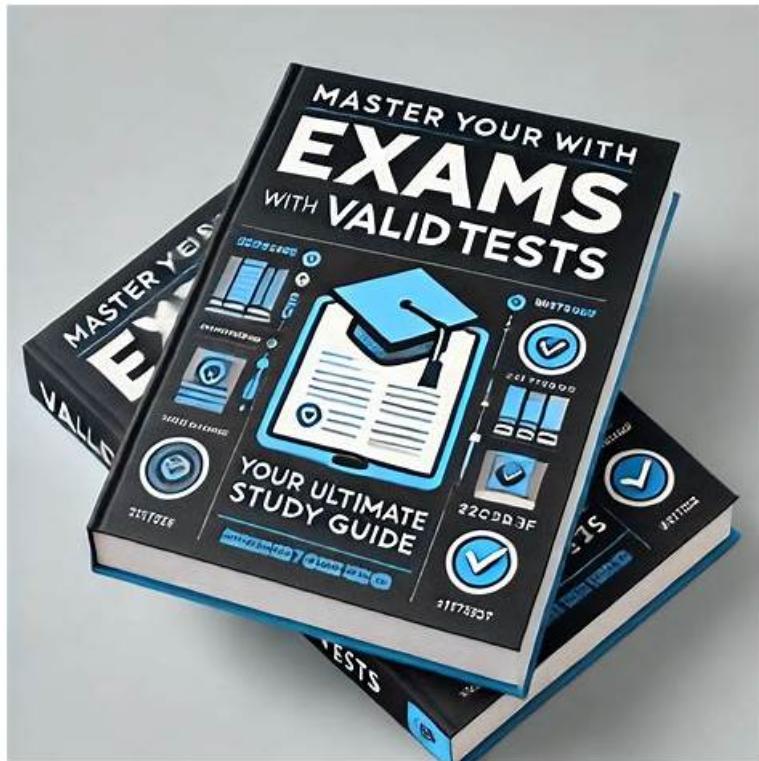# MCE-Admn-201 New Dumps Book - MCE-Admn-201 Valid Test Camp

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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q86-Q91):

NEW QUESTION # 86
Which activity should be used for multivariate content testing within Journey Builder?

- A. Random Split
- B. Engagement Split
- C. Content Split
- D. Decision Split

Answer: C

Explanation:
The Content Split activity should be used for multivariate content testing within Journey Builder. This activity allows the journey to send different versions of email content to different audience segments and measure their performance based on open or click rates. The other activities are not suitable for multivariate content testing.

NEW QUESTION # 87
A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.
Which workflow should meet these requirements?

- A. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1
- C. File Drop Automation: Import File Activity > SQL Query Activity1 > SQL Query Activity 2
- D. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2

Answer: C

Explanation:
For handling a daily file drop that requires immediate processing:
File Drop Automation: Use File Drop Automation triggered by the presence of a new file on the SFTP. This automatically starts the import and subsequent data handling processes.
Workflow Details: Start with an Import File Activity to load data into the staging data extension, followed by SQL Query Activity 1 to segment the data into one target data extension and SQL Query Activity 2 for the other.
Reference: Salesforce Marketing Cloud Automation Studio

NEW QUESTION # 88
A Marketing Cloud admin has been asked to update their Marketing cloud SFTP password.
Where in setup could they accomplish this task?

- A. Feature Settings
- B. Data management
- C. Security
- D. Company Settings

Answer: B

NEW QUESTION # 89
Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.
Which Marketing Cloud capability allows for secure transmission of the email address?

- A. Cloud Pages URL AMP script function
- B. Web Analytics Connector
- C. Link Wrapping

Answer: A

Explanation:
To pass the email address of a subscriber to a landing page through a URL parameter from a promotional email securely, the admin should use the CloudPagesURL AMPscript function. This function encrypts the email address and other parameters and generates a unique URL for each subscriber. The landing page can then use the RequestParameter AMPscript function to decrypt the email address and other parameters

NEW QUESTION # 90
Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.
Which feature should they use?

- A. Tokenized Sending
- B. Lookup reference to Contact Object
- C. Field Level Encryption
- D. Master-detail relationship to Contacts

Answer: A

Explanation:
For Northern Trail Outfitters to avoid storing sensitive information such as email addresses and phone numbers directly in Marketing Cloud, the recommended feature is:
Tokenized Sending: This method replaces sensitive data with tokens that can be used in communications without exposing actual data values. It helps in maintaining the confidentiality and integrity of personal data while still enabling personalized marketing communications.
Implementation: Set up Tokenized Sending by configuring the data relationships either through Marketing Cloud Connect or using an external token provider. This ensures that during the send process, the system uses tokens to retrieve and incorporate actual data temporarily without storing it in the database.
Reference: Salesforce Marketing Cloud Tokenized Sending

NEW QUESTION # 91
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