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Salesforce MCE-Con-201 Exam Syllabus Topics:

Section	Weight	Objectives
		- Technical architecture
		1. Data model and relationships 2. Integration patterns with Sales/Service Cloud
Topic 1: Concepts of Marketing Cloud Engagement	15%	- Key terminology and concepts 1. Marketing Cloud Engagement vs. other Marketing Cloud products 2. Core concepts: journeys, messages, content, audiences

		- Segmentation • 1. Filters, queries, and SQL • 2. Audience targeting and exclusion
Topic 2: Data Management and Segmentation	20%	- Data modeling • 1. Contact model and data relationships • 2. Data extensions vs. lists - Solution design • 1. Map requirements to platform capabilities • 2. Create a scalable solution architecture
Topic 3: Discovery and Requirements	15%	- Gather business requirements • 1. Define business goals and KPIs • 2. Identify technical requirements and constraints - Automation Studio • 1. Automation activities and scheduling • 2. Data management and file transfers
Topic 4: Journey Builder and Automation	20%	- Journey Builder fundamentals • 1. Entry sources, activities, and flows • 2. Goal and exit criteria - Standard reports and dashboards • 1. Journey and automation performance • 2. Email performance and engagement metrics
Topic 5: Analytics and Reporting	15%	- Advanced analytics • 1. Data extracts and tracking • 2. ROI measurement and attribution - Multi-channel messaging • 1. SMS, push notifications, and other channels • 2. Personalization and dynamic content
Topic 6: Content and Messaging	15%	- Email design and deliverability • 1. Content types and templates • 2. Deliverability best practices

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Salesforce Certified Marketing Cloud Engagement Consultant Sample Questions (Q87-Q92):

NEW QUESTION # 87

Which customers would benefit most from purchasing a Sender Authentication Package (SAP)?

- A. A nonprofit organization that sends roughly 50,000 newsletter emails per month.
- B. A customer who wants to share another IP within their account structure and is unconcerned about branding at this time.
- C. A growing consumer brand that expects to send 500,000 emails per month and would like email branding to be consistent with its domain.
- D. A growing retailer that currently leverages Marketing Cloud's MobileConnect and MobilePush.

Answer: C

Explanation:

The Sender Authentication Package (SAP) includes private domain branding, dedicated IP address, and Reply Mail Management. It is ideal for brands that send at scale (like 500,000 emails monthly) and need consistent branding for deliverability and trust.

NEW QUESTION # 88

LenoxSoft is launching a new customer newsletter and wants to ensure prospects who receive their product launch announcements are able to express interest in opting in to receive the newsletter as well. Which feature should meet their needs?

- A. Salesforce Engage and CRM Visible List
- B. Email Preference Center and Static Public List
- C. Email Preference Center and Dynamic Public List
- D. Static Public List and Automation Rule

Answer: B

NEW QUESTION # 89

Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email. Which personalization string should they include as the href attribute in the link?

- A. %%view_as_webpage%%
- B. %%vawp%%
- C. %%view_online%%
- D. %%view_email_url%%

Answer: D

Explanation:

The correct personalization string to provide a "View as Webpage" link in an email is %%view_email_url%%. When this string is placed inside the href attribute of a hyperlink, Marketing Cloud automatically generates a URL to a hosted version of the email content.

NEW QUESTION # 90

LenoxSoft has a Product Interest form where prospects can select a field value for which product lines they are interested in. The company wants that form field to automatically add prospects to a list for the product line they are interested in. If they select "Product Line A," it will add them to the "Product Line A" list. If the prospect field value doesn't contain "Product Line A," they would also like them to be removed from the list.

Which automation tool in Marketing Cloud Account Engagement should be used?

- A. Segmentation rule
- B. Completion action
- C. Dynamic list
- D. Automation rule

Answer: C

NEW QUESTION # 91

LenoxSoft asks you about whether filtered prospects will be affected if they are registering for an event using your WebEx connector. What advice do you give them? You simply remind them that since registering for an event is a completion action it will always run when a form is filled out.

- A. Filtered prospects will not be registered for a webinar through a Marketing Cloud Account Engagement form, but you can still register your
- B. That may happen occasionally, but they shouldn't worry too much since most filtered prospects are usually staff members.
- C. Filtered prospects for the webinar either by removing the filter or having the filtered prospects register through the WebEx registration form itself.
- D. Filtered prospects will not be registered for a webinar through a Marketing Cloud Account Engagement form since "Register for a webinar" completion action and Marketing Cloud Account Engagement prospects who are filtered do not have completion actions applied to them.

Answer: C

NEW QUESTION # 92

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