

# 100% Pass Salesforce MCE-Admn-201 - Salesforce Certified Marketing Cloud Engagement Administrator First-grade Practice Exam



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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q20-Q25):

### NEW QUESTION # 20

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following: They currently have 3 million customers.

They email customers twice a week with no known deliverability issues. Their contract includes one Sender Authentication Package (SAP).

Which two responses articulate proper IP warming? Choose 2 answers

- A. IP ramp -up is important to establish a positive sender reputation.
- B. IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.

- C. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- D. IP ramp -up can be bypassed, given their historical lack of deliverability issues.

**Answer: A,B**

Explanation:

For a large retail company migrating to Marketing Cloud, proper IP warming is critical:

- A). IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers: It's essential to gradually increase the volume of emails sent from a new IP address to build a positive reputation with Internet Service Providers (ISPs).
- D). IP ramp-up is important to establish a positive sender reputation: Establishing a positive sender reputation with ISPs during the IP warming process helps ensure high deliverability and avoids being flagged as spam

These responses highlight the necessity and methodology of IP warming when transitioning to a new email platform to maintain deliverability standards.

Reference: Salesforce Help - IP Warming

### NEW QUESTION # 21

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

**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 # 22

To prevent retention of stagnant data, Northern Trail Outfitters wants any inactive data stored in data extensions to be cleared after 12 months.

What action should be taken?

- A. Configure the Enterprise-wide default retention to one year
- B. Apply a Row Based Retention to each data extension as it is created, set to 12 months
- C. Configure the business unit data retention setting to 12 months
- D. Set inactive data to be automatically cleared after one year, but is recoverable

**Answer: B**

Explanation:

To manage data retention for inactive data in data extensions, the best approach is to apply a Row Based Retention policy directly to each data extension. This method allows precise control over how long data is retained based on the creation or modification date of each row.

Row Based Retention: Set this on each data extension as it is configured. Specify that data should be cleared after 12 months of inactivity. This approach ensures that only data which has not been engaged with for the specified period is removed, thus optimizing data storage and maintaining compliance with data management policies.

Reference: <https://help.salesforce.com/>

### NEW QUESTION # 23

A Northern Trail Outfitter' (NTO) subscriber clicks a link in an NTO email. Prior to the clicking, the subscriber had a bounces status in Marketing Cloud.

What are the effects of the click to the subscriber's status?

- A. Status is changed to Active and the bounce count is unchanged
- B. Status is changed to Held for 72 hours and the bounce count is set to Zero
- C. Status is changed to Active and the bounce count is set to Zero
- D. Status remains as Bounced the bounce count is unchanged

**Answer: C**

Explanation:

When a subscriber with a Bounced status clicks a link in a Marketing Cloud email:

Subscriber Status: Salesforce automatically updates their status to Active. This action confirms the email address is valid and re-engages the subscriber.

Bounce Count: The bounce count is reset to zero. According to Salesforce's Bounce Mail Management documentation:

"If a subscriber clicks a link in an email, their status is updated to Active, and their bounce count is reset to zero." This reset occurs because the click overrides previous bounce history, signaling renewed engagement and deliverability.

### NEW QUESTION # 24

Northern Trail Outfitters (NTO) only has enough licenses for their staff. A campaign manager is out on parental leave. How should NTO create a new user to fill in?

- A. Transfer the campaign manager's permissions to a new user
- B. Disable the campaign manager's user and create a new user
- C. Delete the campaign manager's user and create a new user
- D. Deactivate the campaign manager's license and assign it to the new user

**Answer: D**

Explanation:

To efficiently manage limited licenses and ensure continuity in campaign management while the campaign manager is on parental leave:

Deactivate the Existing User: Temporarily deactivate the campaign manager's user account. This action frees up a license without deleting the user's historical data or settings.

Reassign the License: Assign the freed-up license to a new user who will temporarily fill the campaign manager's role. This approach maintains operational efficiency and compliance with license limitations.

Reference: Salesforce Marketing Cloud User Management Documentation

### NEW QUESTION # 25

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