

Desktop Practice Salesforce MCE-Admn-201 Exam Software - No Internet Required

Salesforce Admin 201 Exam Practice Questions With Complete Solutions (Latest Updated 2024/2025) Graded 100%

1. What should a system administrator use to disable access to a custom application for a group of users?
A. Profiles
B. Sharing rules
C. Web tabs
D. Page layouts - ✓✓A. Profiles
2. Universal Containers needs to track the manufacturer and model for specific car companies. How can the system administrator ensure that the manufacturer selected influences the values available for the model?
A. Create the manufacturer field as a dependent picklist and the model as a controlling picklist.
B. Create a lookup field from the manufacturer object to the model object.
C. Create the manufacturer field as a controlling picklist and the model as a dependent picklist.
D. Create a multi-select picklist field that includes both manufacturers and models. - ✓✓C. Create the manufacturer field as a controlling picklist and the model as a dependent picklist.
3. Sales representatives at Universal Containers need assistance from product managers when selling certain products. Product managers do not have access to opportunities, but need to gain access when they are assisting with a specific deal. How can a system administrator accomplish this?
A. Notify the product manager using opportunity update reminders.
B. Enable opportunity teams and allow users to add the product manager.
C. Use similar opportunities to show opportunities related to the product manager.
D. Enable account teams and allow users to add the product manager. - ✓✓B. Enable opportunity teams and allow users to add the product manager.

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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q67-Q72):

NEW QUESTION # 67

Which three considerations should be made when setting up Distributed Marketing?

Choose 3 answers

- A. Messages can be sent to Contacts, Leads, and Person Accounts.
- B. Business users can select any email at the time of sending.
- C. Default options can be set up for the greeting in the email.
- D. The DM administrator Profile is required to access Distributed Marketing.
- E. A journey can be connected to one or more Campaigns.

Answer: A,C,E

Explanation:

When setting up Distributed Marketing, several considerations are essential:

B). Default options can be set up for the greeting in the email: This allows customization of the greeting line within the email templates, providing a personalized touch for recipients.

C). A journey can be connected to one or more campaigns: This functionality supports the integration of Distributed Marketing journeys with multiple campaigns, enhancing targeting and segmentation capabilities.

E). Messages can be sent to Contacts, Leads, and Person Accounts: Distributed Marketing allows sending messages to a diverse range of recipient types, which expands the flexibility and reach of marketing efforts.

Reference: Salesforce Help - Distributed Marketing Setup

NEW QUESTION # 68

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 takes four to six weeks to be able to fully send to all 3 million customers.
- B. IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- C. IP ramp -up is important to establish a positive sender reputation.
- D. IP ramp -up can be bypassed, given their historical lack of deliverability issues.

Answer: A,C

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 # 69

Which three statements should be considered before using Goals in Journey Builder?

Choose 3 answers

- A. Each contact is assigned an individual goal.
- **B. Goals can act as exit criteria.**
- **C. Goals are created to evaluate journey performance.**
- **D. Contacts are evaluated against the goal after a wait activity.**
- E. Goal target statistics are stored in a data extension.

Answer: B,C,D

Explanation:

Before using Goals in Journey Builder, consider the following:

B). Goals are created to evaluate journey performance: Goals help measure how well a journey is performing against specific objectives, allowing for adjustments and improvements.

C). Goals can act as exit criteria: When a contact meets the goal criteria, they can be set to exit the journey, making goals a powerful tool to dynamically manage contact flow based on behavior or achievements.

D). Contacts are evaluated against the goal after a wait activity: This setup ensures that contacts have time to perform the expected action before being evaluated against the goal, which can be crucial for accurately measuring engagement and responses.

Reference: Salesforce Help - Journey Builder Goals

NEW QUESTION # 70

Northern Trail Outfitters placed an encrypted file on their Marketing Cloud SFTP for import into a data extension. They are using a file transfer Activity to decrypt the file.

What would the decrypted data be after the File Transfer Activity completes?

- **A. Safehouse**
- B. Selected SFTP folder
- C. Target Data Extension
- D. Original SFTP folder

Answer: A

Explanation:

When a File Transfer Activity is used to decrypt an encrypted file on Marketing Cloud's SFTP, the decrypted data is temporarily stored in the Safehouse. The Safehouse is a secure data storage location within Marketing Cloud used for temporary storage during file processing tasks, such as decryption, before the data is moved to its final destination, like a data extension.

Reference: Salesforce Help - File Transfer Activity

NEW QUESTION # 71

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

What is the best way to facilitate this within Contact Builder?

- A. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.
- **B. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.**
- C. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- D. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.

Answer: B

Explanation:

To effectively set up a welcome journey leveraging customer data across multiple data extensions in Contact Builder:

Single Attribute Group: Create one cohesive Attribute Group that interlinks Customers to Contacts, Orders to Customers, and Products to Orders. This setup ensures a streamlined data flow and relational integrity, crucial for targeting and personalization within the journey.

Data Relationships: This configuration facilitates the use of data across different stages of customer interaction—from acquisition through orders to product preferences—enabling more personalized journey experiences.

Reference: Salesforce Marketing Cloud Contact Builder

NEW QUESTION # 72

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