

MCE-Admn-201 Brain Exam | MCE-Admn-201 Brindumps Torrent



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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q156-Q161):

NEW QUESTION # 156

Northern Trail Outfitters wants to add new data extensions containing customer purchases to their Marketing Cloud account Which value should link these new data extensions in Data Designer to the existing contact records?

- A. Primary key
- B. Unique Contact email address
- C. Unique Contact Identifier
- D. Subscriber ID

Answer: C

Explanation:

In Salesforce Marketing Cloud, linking new data extensions in Data Designer to existing contact records requires using a "Unique Contact Identifier." This identifier ensures that each record in the data extension can be uniquely associated with a corresponding record in the contact database, thereby enabling accurate targeting, segmentation, and personalization. It is vital that this identifier is consistently used across data extensions to maintain data integrity and proper linkages.

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

NEW QUESTION # 157

Northern Trail Outfitters wants to send a custom survey to customers asking about their experience following a recent purchase. Which feature should be used to create a survey form?

- A. Content Builder
- B. Smart Capture
- C. Profile Center
- D. Mobile Connect

Answer: B

Explanation:

Smart Capture is the feature that should be used to create a survey form. Smart Capture is a feature that allows marketers to create and insert forms within landing pages or emails, such as surveys, polls, or feedback requests. Smart Capture can be customized with different fields, labels, buttons, and actions. Smart Capture can capture subscriber responses and store them in a data extension or update existing records in Marketing Cloud.

NEW QUESTION # 158

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM.

However, they only want to sync records that they have identified as marketable.

Which filtering option in the synchronization settings could be used when configuring the Contact synced object?

- A. Select all records that have an email address
- B. Select all records where custom boolean field is true
- C. Select all records created since a certain date

Answer: B

NEW QUESTION # 159

A university plans to use Journey Builder to improve their 1:1 marketing to potential students, current students, and alumni. The university currently has student data in the Sales Cloud. Other data, such as course catalog, student demographics, and alumni

information, is stored in external systems.

Which two actions should the implementation Consultant recommend?

Choose 2 answers.

- **A. Use Data Designer to link student and alumni data to the contact record.**
- B. Create list attributes to store student data from the Sales Cloud.
- **C. Use Synchronized Data Sources to data from the Sales Cloud.**
- D. Create an Import Activity to import alumni data into Salesforce Report.

Answer: A,C

Explanation:

Recommendations for integrating diverse student data into Journey Builder:

Data Designer: Utilize Data Designer to establish relationships between student data, alumni records, and the contact record. This tool allows the creation of a unified view that supports personalized journeys based on comprehensive student profiles.

Synchronized Data Sources: Implement synchronized data sources to continuously import and update data from the Sales Cloud, ensuring that the data in Marketing Cloud remains current and accurate.

Reference: Salesforce Marketing Cloud Data Management

NEW QUESTION # 160

A customer is developing a new eCommerce section of their website and plans to leverage transactional data in customer journeys. Which two Marketing Cloud features will support this effort?

Choose 2 answers

- A. Cloud Pages
- B. Web Analytics Connector
- **C. Data Designer**
- **D. Content Builder**

Answer: C,D

Explanation:

To support the development of a new eCommerce section and leverage transactional data in customer journeys, the following Marketing Cloud features are relevant:

A). Data Designer: Enables the design and configuration of data models within Contact Builder, crucial for managing transactional data effectively for use in journeys.

D). Content Builder: Facilitates the creation of personalized email content using transactional data, enhancing the relevance and engagement of communications sent to customers.

These features are essential for integrating and utilizing transactional data to drive personalized customer interactions within eCommerce contexts.

Reference: Salesforce Help - Data Designer Reference: Salesforce Help - Content Builder

NEW QUESTION # 161

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