

Salesforce - MCE-Admn-201–Valid Test Engine



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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q78-Q83):

NEW QUESTION # 78

What functionality is contained in Journey Builder that does not exist in Automation Studio?

- A. The option to convert a qualified Lead to a Contact.
- **B. Flexibility to wait based on duration or a specific time.**
- C. Native execution of a Server-side JavaScript activity.
- D. The ability to send an email to a Salesforce audience.

Answer: B

Explanation:

A functionality unique to Journey Builder that is not available in Automation Studio:

Wait Activities: Journey Builder provides the flexibility to configure wait times based not just on a fixed duration but also until a specific date or time, which is essential for personalizing the timing of customer interactions based on individual behaviors or milestones.

Reference: Salesforce Marketing Cloud Journey Builder

NEW QUESTION # 79

A Marketing Cloud admin has configured a Tracking Extract which includes all subscriber attributes for their global regions. However, the admin notices accented characters in the customers' names appear jumbled in the extracted file.

Which two settings could solve this issue?

Choose 2 answers

- **A. Change Character Encoding to UTF-8**
- B. Change Format to xml
- C. Change Column Delimiter to
- **D. Select Unicode Output**

Answer: A,D

Explanation:

To address the issue of accented characters appearing jumbled in a Tracking Extract, the correct settings to adjust are related to character encoding and output format.

Change Character Encoding to UTF-8: This setting ensures that the extracted file supports Unicode, which includes accented characters and other non-standard characters used globally. UTF-8 encoding is capable of representing any character in the applicable data set, making it ideal for global applications.

Select Unicode Output: This option should be enabled to ensure the file output correctly formats Unicode characters, preventing them from being displayed incorrectly.

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

NEW QUESTION # 80

Marketing Cloud admin is asked to determine the total number of emails sent across all of their business units in the last calendar year. Where would the admin retrieve this information?

- A. Contact Builder > All Contacts > Email
- B. Studio > Email > Subscribers > All Subscribers
- **C. Analytics Builder > Reports > Email Send Report**
- D. Email Studio > Email > Tracking > Sends

Answer: C

Explanation:

To determine the total number of emails sent across all business units in the last calendar year, the Marketing Cloud admin should use Analytics Builder > Reports > Email Send Report. This section of Analytics Builder provides comprehensive reporting capabilities, including the ability to generate detailed reports on email sends across different business units over specified time periods.

Reference: Salesforce Help - Email Send Reports

NEW QUESTION # 81

Northern Trail Outfitters needs to reduce the amount of work when managing messages to customers, but cannot add any more

personnel due to budget constraints. There has been an increased number of customer purchases on their website, and the team currently sends batch order confirmations. What solution will decrease manual workloads on the team and will improve their customers experience?

- A. A triggered message to send an email as soon as a customer completes a purchase.
- B. A user -initiated message to send an email to customers who made a purchase daily.
- C. A file drop automation to send emails to customers who have made a purchase.
- D. A scheduled automation to send emails to customers who made a purchase daily.

Answer: A

Explanation:

The best solution to reduce manual workloads and improve customer experience for Northern Trail Outfitters, given the increase in customer purchases, is to implement D. A triggered message to send an email as soon as a customer completes a purchase. This approach automates the process of sending order confirmations and ensures that customers receive timely and relevant communications immediately after their purchase, enhancing their experience and reducing the workload on the team.

Reference: Salesforce Help - Triggered Emails

NEW QUESTION # 82

A Marketing Cloud admin runs the Contacts Counts report and sees there are currently 500,000 contacts in their account. They have a total of 300,000 email subscribers, 200,000 synchronized contacts, and 75,000 mobile subscribers.

Why would the total contact count be less than the total number of contacts from all data sources?

- A. Only active email subscriber is counted.
- B. There are overlapping contacts in each of the channel
- C. Synchronized contacts are only counted after sending
- D. Mobile subscribers are not counted as contacts.

Answer: B

Explanation:

The reason why the total contact count of 500,000 is less than the summed total of email subscribers, synchronized contacts, and mobile subscribers is D. There are overlapping contacts in each of the channels.

This overlap occurs when the same contact is counted across different channels (e.g., a contact might be both an email subscriber and a mobile subscriber), thus leading to a lower total contact count when duplicates are not counted more than once.

Reference: Salesforce Help - Contact Count Calculation

NEW QUESTION # 83

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