Quiz Salesforce - MCE-Admn-201 - High Pass-Rate Salesforce Certified Marketing Cloud Engagement Administrator Reliable Study Plan

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Real Salesforce MCE-Admn-201 Exam Questions with Accurate Answers

Candidates who become Salesforce MCE-Admn-201 certified demonstrate their worth in the Salesforce field. The Salesforce Certified Marketing Cloud Engagement Administrator (MCE-Admn-201) certification is proof of their competence and skills. This is a highly sought-after skill in large Salesforce companies and makes a career easier for the candidate. To become certified, you must pass the Salesforce Certified Marketing Cloud Engagement Administrator (MCE-Admn-201) certification exam. For this task, you need high-quality and accurate Salesforce Certified Marketing Cloud Engagement Administrator (MCE-Admn-201) exam dumps. We have seen that candidates who study with outdated Salesforce Certified Marketing Cloud Engagement Administrator (MCE-Admn-201) practice material don't get success and lose their resources.

Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q125-Q130):

NEW QUESTION # 125

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A. A new sender profile needs to be leveraged for sending transactional emails
- B. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns
- C. Multiple brand logos must be accommodated in an email header
- D. NTO requires SSL certificate configurations for Content Builder and Portfolio images

Answer: B

Explanation:

Creating separate business units for each brand is necessary when:

Brand-specific Domains: Separate business units allow for the configuration of brand-specific private domains, which are crucial for maintaining brand identity and trust in email campaigns by customizing link and image paths.

Use Case: If different brands under NTO need to leverage their unique domains for sending emails and hosting content, setting up distinct business units allows each brand to manage its sender profiles, content, and subscriber interactions independently.

Reference: Salesforce Marketing Cloud Business Units

NEW QUESTION # 126

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

Answer: A,D

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 # 127

Which two data structures could be configured to appear In the out-of-the-box Subscription Center? Choose2 answers

- A. Publication Lists
- B. Lists
- C. Groups
- D. Data Extensions

Answer: A,B

Explanation:

The out-of-the-box Subscription Center can display publication lists and lists, which are two types of data structures that can be used to manage subscribers' preferences and opt-outs. Data extensions and groups are not supported by the out-of-the-box Subscription Center, but they can be used in a custom Subscription Center.

NEW QUESTION # 128

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 can be accelerated by migrating to pre -warmed IP addresses.
- 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 bypassed, given their historical lack of deliverability issues.
- D. IP ramp -up is important to establish a positive sender reputation.

Answer: B,D

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 # 129

Northern Trail Outfitters' employees are NOT receiving emails because the messages are being blocked by Spam filters.
How could the Marketing Cloud admin address this issue?

- A. Provide the IT team a list of relevant IP Addresses to whitelist in their spam filter
- B. Ensure employees have opted in to the test email list or data extension
- C. Ask employees to use personal email addresses instead of corporate email addresses
- D. Import employee email addresses into All Subscribers with an "Active status

Answer: A

Explanation:
To address the issue of Northern Trail Outfitters' employees not receiving emails due to spam filters, the Marketing Cloud admin should provide the IT team with a list of relevant IP addresses to whitelist in their spam filters. This action will help ensure that emails sent from Marketing Cloud do not get blocked by the company's email security systems, thereby improving deliverability and ensuring that internal communications reach their intended recipients.
Reference: Salesforce Help - IP Address Whitelisting

NEW QUESTION # 130

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