Salesforce Certified Marketing Cloud Engagement Administrator

Salesforce MCE-Admn-201

Version Demo

Total Demo Questions: 18

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Topic Break Down

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QUESTION NO: 1

A journey has been running for several weeks. Northern Trail Outfitters needs to change the content and decision logic for future entrants while allowing contacts already in the journey to continue through their existing experience.

Which two outcomes occur when the admin creates and activates a new version of the journey? Choose 2 answers

A. Contacts already in the journey continue through the version they entered.

B. Contacts entering after activation enter the new version.

C. All active contacts are moved immediately into the new version.

D. The prior journey version must be stopped before a new version can be activated.

ANSWER: A B

Explanation:

Contacts who entered the prior version **continue through that version**, while contacts who enter after the new version is activated **enter the new version**. Journey Builder preserves the path context for contacts already in progress rather than moving them into changed activities unexpectedly.

Creating a new version does not migrate active contacts to the revised journey path. It also does not require the administrator to stop the earlier version and abandon contacts who are already progressing through it.

QUESTION NO: 2

Northern Trail Outfitters is implementing an immediate password-reset email. The message is sent only after a customer requests a password reset and does not contain promotional content.

Which Send Classification should be used?

A. Commercial

B. Transactional

C. Sender Profile

D. Delivery Profile

ANSWER: B

Explanation:

A **Transactional** Send Classification is appropriate because the password-reset email is an operational message triggered by a customer request. It is not marketing content and is necessary to complete the customer's requested account action.

A Commercial Send Classification is intended for promotional or marketing communications and applies the subscription and compliance treatment appropriate to that category. Sender Profiles and Delivery Profiles are components used by a send classification, but they do not classify a message as transactional or commercial.

QUESTION NO: 3

A Marketing Cloud admin is configuring Social Studio to manage Northern Trail Outfitters social media accounts.

Which 2 prerequisites for configuring Social Studio should the admin consider? Choose 2 answers

A. Bitly URL Shortener

B. Facebook ad manager

C. Login detail for each social media account

D. Google URL Shortener

ANSWER: A C

Explanation:

Bitly URL Shortener and **Login detail for each social media account** are the required considerations for this legacy Social Studio configuration scenario. Social Studio publishing workflows can use Bitly to shorten links shared in social posts. Preparing the Bitly URL-shortening service allows the organization to generate compact, trackable links as part of its social publishing process. The administrator should ensure the organization has the appropriate Bitly setup and access before configuring that integration.

The administrator must also have valid login details for every social media account to be managed. Connecting a social account requires authentication with the applicable social network and authorization for the permissions needed to publish, engage with content, or retrieve account data. In practice, this means obtaining credentials and confirming that the authenticating user has the necessary administrative or publishing rights for the organization's pages, profiles, or channels before beginning account connection.

Although Social Studio has since been retired, this reflects its documented account-connection and publishing configuration model. See Salesforce's Social Studio Basics learning material and the Salesforce Help portal for Marketing Cloud product documentation and lifecycle information.

QUESTION NO: 4

Northern Trail Outfitters wants to set up their Send Log data extension

Which three considerations should be made for long term success?

Choose 3 answers

A. Apply an appropriately-scoped Data Retention period

B. Add custom fields not included in the Send Log Template

C. Log attribute data necessary for auditing communications

D. Log all variable data captured in emails at send time

E. Set the period to a fixed date in the Data Retention Policy

ANSWER: A B C

Explanation:

Apply an appropriately-scoped Data Retention period, add custom fields not included in the Send Log Template, and log attribute data necessary for auditing communications are the key considerations for a sustainable Send Log design. A Send Log data extension can grow quickly because it creates a record for each applicable send, so a retention policy should be deliberately scoped to retain records only for the duration required for operational reporting, troubleshooting, compliance, or audit needs. This limits unnecessary storage growth while preserving useful historical evidence. Salesforce documents how retention settings can automatically remove data extension records based on the selected policy and retention period.

The standard Send Log Template provides common send-related fields, but it can be extended with custom fields to capture organization-specific context. For example, a business might store campaign, offer, audience, or message-variant values that are needed later to investigate a communication. The fields selected should be purposeful: logging the attributes needed to audit what was communicated and under which send context makes the log useful for analysis and compliance without creating an unnecessarily large data set. See Salesforce guidance on data extension data retention and send logging.

QUESTION NO: 5

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 is needed for sending transactional emails.

B. Multiple FTP users must be accommodated.

C. Brand-specific private domains are required for images and links.

ANSWER: C

Explanation:

Brand-specific private domains are required for images and links. is the appropriate reason to create separate business units because business units provide a way to separate brand-level Marketing Cloud Engagement configuration and assets within an Enterprise account. A private domain lets a brand use its own branded web domain for hosted content, such as CloudPages and image or tracked-link content, rather than exposing a shared Marketing Cloud domain. When distinct brands must maintain their own branded domains in customer-facing email links and images, placing each brand in its own business unit supports that separation and enables the appropriate private-domain configuration for each brand.

This structure also helps preserve a consistent, independent brand experience while allowing the organization to retain centralized Enterprise-level administration where appropriate. Business units are designed for situations in which an organization needs operational separation among divisions, regions, or brands, including separate content and sending configurations. Salesforce's business-unit guidance is available in Manage Business Units. For Salesforce documentation and implementation guidance on branded private domains, see Private Domains.

QUESTION NO: 6

A Marketing Cloud admin is replacing an integration that currently uses a former employee's Marketing Cloud username and password to access the API.

Which two actions should the admin take to support a secure server-to-server integration? Choose 2 answers

A. Create an Installed Package with a server-to-server API integration.

B. Grant only the API scopes required by the integration.

C. Continue using the former employee's username and password.

D. Enable Username and Password for Web Services.

ANSWER: A B

Explanation:

The admin should create an **Installed Package with a server-to-server API integration** and grant **only the API scopes required by the integration**. An installed package provides OAuth client credentials for the integration rather than relying on an individual user's interactive credentials. Selecting only the required scopes supports the principle of least privilege.

Using a former employee's credentials creates an operational and security risk, particularly when the user is deactivated or changes roles. Enabling username-and-password authentication for web services continues the legacy authentication pattern rather than replacing it with an integration-specific OAuth configuration.

QUESTION NO: 7

Which two statements are correct about Send Logging?

Choose 2answers

A. Send Log data extensions are archived automatically based on retention settings.

B. AMP script can be used to pull data from Send Logs for use within emails.

C. SQL Query Activities can reference Send Logs in combination with system data views.

D. A business unit can support up to three Send Logs.

ANSWER: B C

Explanation:

AMP script can be used to pull data from Send Logs for use within emails. is correct because a send log is a data extension that stores fields captured at send time. As with other eligible data extensions, AMPscript can use lookup functions to retrieve previously logged records and use that data to personalize or conditionally render email content. This can be useful when a marketer needs to reference values associated with prior sends beyond the standard tracking information.

SQL Query Activities can reference Send Logs in combination with system data views. is also correct. Because send log data is stored in a data extension, it can be selected in Automation Studio SQL Query Activities. Marketers can join it with Marketing Cloud system data views, such as send, open, click, and subscriber tracking views, to produce richer reporting datasets, support troubleshooting, and build audiences based on both custom send-time values and engagement activity. Salesforce describes send logging as a way to retain additional send-related data, while data views expose tracking data for query and analysis. See Salesforce Send Logging documentation and Salesforce Data Views documentation.

QUESTION NO: 8

Northern Trail Outfitters wants to segment audiences based on SalesCloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

A. Setup > Data Management > Synchronized Data Extensions

B. Contact Builder > Data Extensions > Synchronized Data Extensions

C. Contact Builder > Data Sources

D. Setup > Apps > Salesforce Integration

ANSWER: C

Explanation:

Contact Builder > Data Sources is the location where an administrator configures Salesforce CRM (Sales Cloud) objects for synchronization into Marketing Cloud Engagement. In Contact Builder, the *Data Sources* area includes the synchronized data configuration used by Marketing Cloud Connect. From the synchronized source, the administrator selects Salesforce objects, chooses the fields needed for marketing use, and starts or manages the synchronization. Marketing Cloud then creates synchronized data extensions that contain the selected CRM object data.

Once synchronized, this data is available for use in Contact Builder and can support audience segmentation, relationships in the data model, and downstream targeting activities. For example, data from Salesforce objects such as Account, Contact, Lead, Campaign Member, or custom objects can be synchronized when the integration and appropriate permissions are in place. The administrator should select only the fields required for segmentation and activation, since synchronized data is refreshed on a schedule and should be governed according to the organization's data-use and retention practices.

Salesforce describes synchronized data sources and their configuration in Synchronized Data Sources. See also the Marketing Cloud Connect learning material on getting started with Marketing Cloud Connect.

QUESTION NO: 9

Northern Trail Outfitters plans to send an SMS promotion using MobileConnect. The message is marketing content rather than a service or transactional notification.

Which two conditions should be met before a contact is included in the SMS send audience? Choose 2 answers

A. A valid mobile number is available for the contact.

B. The contact has opted in to the MobileConnect keyword associated with the message.

C. The contact has opted in to promotional email.

D. The contact is subscribed to an email publication list.

ANSWER: A B

Explanation:

The contact must have a **valid mobile number** available for the MobileConnect send, and the contact must have **opted in to the MobileConnect keyword associated with the message**. MobileConnect uses the mobile number to deliver the message and uses keyword-based subscription status to manage SMS consent.

An email opt-in does not establish SMS consent, because email and mobile subscriptions are managed separately. Membership in an email publication list also does not establish permission to send SMS messages. NTO should ensure that its mobile messaging practices and consent records align with applicable requirements.

QUESTION NO: 10

A Marketing Cloud admin is asked to add a set of four tracking parameters automatically to all the links in an email sent via email studio.

Which solution should the admin suggest?

A. AMP script for Marketing Cloud

B. Web Analytics Connector

C. Google Analytics 360

D. Marketing Cloud Connect

ANSWER: B

Explanation:

Web Analytics Connector is the appropriate solution because it is designed to apply web-analytics tracking values automatically to links in Marketing Cloud Engagement email sends. An administrator can configure the connector in Email Studio with the organization's analytics requirements and define the tracking query-string parameters to append. Once configured and enabled for a send, the connector handles URL tagging during link processing, so marketers do not need to manually edit every link in each email.

This approach is especially useful when a consistent group of parameters, such as campaign attribution values, must be attached across all tracked links. It supports reliable reporting because the same configured naming and value rules are used throughout the email, while Marketing Cloud Engagement continues to manage click tracking and subscriber-specific link handling. The configuration can also use send and subscriber context where supported, allowing analytics data to remain meaningful at the campaign and recipient level. Salesforce documents Web Analytics Connector as the Email Studio capability for integrating email-link tracking with web analytics platforms. See the Salesforce Web Analytics Connector documentation and the Trailhead email performance tracking module.

QUESTION NO: 11

A Marketing Cloud admin notices Individual Email Results are NOT being pushed back into Sales Cloud for a particular end. The admin of Marketing Cloud Connect is functioning properly.

What should the admin confirm about the data extension?

A. The wind relationship links Subscriber Key to Subscribers on Email Address

B. The data extension is located in the Synchronized Data Extensions folder.

C. The data extension is located in the Salesforce Data Extensions folder.

D. The triggered Send Data Extension data extension template was used.

ANSWER: C

Explanation:

The data extension is located in the Salesforce Data Extensions folder. Individual Email Results are Marketing Cloud Connect tracking records that can be written back to the connected Sales Cloud org for sends associated with Salesforce data. A data extension in the Salesforce Data Extensions folder is specifically created for and linked to Salesforce CRM data through Marketing Cloud Connect. That connection provides the CRM context Marketing Cloud needs to associate subscribers and send activity with the appropriate Salesforce records when recording individual-level email tracking.

The administrator should therefore verify that the audience data extension used for the send is a Salesforce Data Extension, rather than a standard Marketing Cloud data extension or merely a synchronized source. This check is particularly important when the Marketing Cloud Connect user and overall connector configuration are already known to be working, because the data extension type and location determine whether the send has the Salesforce relationship required for tracking writeback. Salesforce describes Salesforce Data Extensions and their role in Marketing Cloud Connect in its Marketing Cloud Connect Trailhead module and provides additional product guidance in the Marketing Cloud Connect documentation.

QUESTION NO: 12

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

• Emails will be built using a custom dynamic template for these messages.

• Links will vary over time and across campaigns.

• Click activity will be cross-referenced with subscribers ' regional markets on a master subscriber data extension.

• Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

A. AMPscript

B. SSJS

C. SQL

D. HTML

ANSWER: C

Explanation:

SQL is the required skill set because the solution depends on producing a retargeting audience from Marketing Cloud tracking data and subscriber data. Click events are available through Marketing Cloud system data views, including the `_Click` data view. A SQL query can identify subscribers who clicked the relevant links, account for links and sends that change across campaigns, and join that activity to the master subscriber data extension using a shared subscriber identifier. The query can write the resulting audience, including each subscriber's regional-market value, into a target data extension for use in the retargeting send or journey.

This data-preparation step is what makes the dynamic message actionable: the target data extension supplies both the qualified subscribers and the regional attribute needed by the email's dynamic-content configuration. SQL also supports repeatable execution through Query Activities and automations, allowing the audience to be refreshed as new click activity is collected. Salesforce documents the available tracking data views, their fields, and how they can be queried in its System

Data Views reference. For practical guidance on joining and segmenting Marketing Cloud data with queries, see the Query Data with SQL Trailhead module.

QUESTION NO: 13

A Contact Delete request has been processed for subscribers who have been sent an email. to previously in a northern action did NOT target all contacts in their account and a significant number of contacts which are still remaining.

Which two data would still exist in the account?

Choose 2 answers

A. Contact-specific data at the job level

B. Contact data in non-sendable data extensions

C. General tracking data at the job level

D. Contact data in sendable data extensions

ANSWER: B C

Explanation:

Contact data in non-sendable data extensions and **General tracking data at the job level** would remain. A Contact Delete request is designed to remove a contact and the data directly associated with that contact from Marketing Cloud Engagement, including contact-level information held in sendable data extensions and contact-specific tracking records. Non-sendable data extensions, however, are not linked to the contact model through a subscriber key or contact key in the way sendable data extensions are. Their records are therefore not included in contact deletion processing and can remain available for operational, reference, or aggregate-data purposes.

Similarly, job-level tracking represents aggregate information about a send or job rather than a record that identifies an individual deleted contact. Marketing Cloud Engagement retains this aggregate job information so that account-level reporting and send history continue to reflect campaign activity. Although individual-level tracking associated with the deleted contacts is removed, the overall job can still retain its general tracking and reporting context. Salesforce documents the scope and effects of contact deletion in its Contact Delete documentation, and its data-extension model is described in the Data Extensions documentation.

QUESTION NO: 14

A Marketing Cloud admin has scheduled a query on a daily basis. They notice the query sometimes fails to execute.

How would the admin ensure a notification is received when the query fails?

A. Add their Email Address in the automation "Runtime Error or Skipped Run Notification Settings"

B. Install the Marketing Cloud App on phone to receive Push Messages

C. Add their Email Address in the Query Activity Notifications Field

D. Configure the "Event Notification Service" in Setup with their Email Address

ANSWER: A

Explanation:

“Add their Email Address in the automation ‘Runtime Error or Skipped Run Notification Settings’” is correct because a scheduled Query Activity runs as part of an Automation Studio automation, and the automation’s notification settings control alerting for automation-level execution problems. The administrator can edit the automation and specify one or more email recipients in the Runtime Error or Skipped Run Notification Settings. Marketing Cloud Engagement then sends an email when the automation encounters a runtime error or when a scheduled run is skipped. This gives the administrator a direct operational alert without having to monitor each daily execution manually. The setting is particularly appropriate for intermittent failures because it applies whenever the automation fails at runtime, including an error generated by an activity such as a query. The recipient address should be actively monitored and permitted to receive email from the Marketing Cloud Engagement account so that alerts can be acted on promptly. Automation Studio is Salesforce's workflow tool for scheduling and monitoring repeatable processes, including SQL query activities. Review the automation configuration and its run history together when troubleshooting an alert. See Salesforce's Automation Studio Trailhead module and the Automation Studio documentation for configuration guidance.

QUESTION NO: 15

NTO wants to copy journeys across business units.

What could be used to replicate journey structure so it can be easily recreated in another account?

A. Journey Templates

B. Deployment Manager

C. Journey Extracts

D. Copy activities

ANSWER: B

Explanation:

Deployment Manager is the appropriate tool because it is designed to move supported Marketing Cloud Engagement assets and their configuration between accounts and business units. An administrator can create a deployment package containing a Journey Builder journey and its supported dependencies, then deploy that package to a target account or business unit. This preserves the journey's structure and substantially reduces the manual work involved in rebuilding the journey activity by activity.

Before deployment, the administrator reviews the package and resolves any target-specific configuration, such as matching data extensions, content, sender profiles, or other referenced assets that must exist or be mapped in the destination. This approach supports controlled, repeatable promotion of a tested journey design from one environment or business unit to another while allowing necessary local adjustments after deployment. Salesforce documents Deployment Manager as the Marketing Cloud Engagement capability for packaging and deploying supported assets across accounts. See Salesforce Help: Deployment Manager and Salesforce Help: Supported Deployment Manager Assets.

QUESTION NO: 16

A publishing company has presented the following:

• A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.

• A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.

• The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

A. Suppression list

B. Data Filter

C. Triggered Send

D. Template-based emails

E. Automation Studio

ANSWER: B D E

Explanation:

Data Filter is appropriate because the expiration date is available in the uploaded data. A filter can evaluate that date against the current date and produce a targetable audience of subscribers whose subscriptions are due to expire at the required intervals. This gives the marketing team a reusable, declarative segmentation method rather than requiring technical query development.

Template-based emails support the requirement for a general marketing user to create and maintain campaign content. Marketing Cloud email templates provide a reusable layout and content framework, enabling marketers to create individual messages consistently while working within approved branding and content structures.

Automation Studio is the orchestration component for a scheduled renewal-reminder process. An automation can run on a recurring schedule, execute the audience-selection activity, and then send the corresponding email activity without manual intervention. Separate scheduled steps or automations can support the 15-day and 7-day reminder timing. Together, these components allow the campaign to be maintained by a nontechnical marketer while reliably using the expiration-date data to identify and contact the correct audience. Salesforce describes filtering data extensions in its Data Filters documentation and scheduling multistep marketing processes in Automation Studio documentation.

QUESTION NO: 17

What are two possible outcomes when "Send as Multipart MIME" is selected during the send process? Choose 2 answers

A. Open and click activity are tracked in either version.

B. The email will avoid detection by various SPAM filters.

C. An auto-generated text version will be sent with your HTML email.

D. A custom text version will be sent with your HTML email.

ANSWER: C D

Explanation:

Sending as Multipart MIME packages alternative representations of the same message in one email: an HTML body for clients that can render HTML and a plain-text body for clients or recipients that use text-only viewing. When no separately authored text content is available, Marketing Cloud Engagement can create a plain-text alternative from the HTML content, so an auto-generated text version is sent with the HTML email. When the sender has provided a text alternative, the multipart message can instead include that custom text version alongside the HTML email. This lets the receiving email client choose the most suitable representation while preserving the same essential message for recipients who cannot or do not display HTML. Multipart MIME is therefore about delivering both HTML and text alternatives, rather than being a mechanism to bypass spam filtering or to guarantee identical open-and-click tracking across both representations. Salesforce describes multipart MIME email composition and the use of text alternatives in its Email Studio documentation and learning material: Salesforce Help: Multipart MIME and Trailhead: Create and Send an Email.

QUESTION NO: 18

Northern Trail Outfitters (NTO) is concerned about unauthorized API access to their Marketing Cloud account.

Which feature would NTO enable to assist in reducing threats from malicious API attacks?

A. IP Allowlist

B. Field Level Encryption

C. Advanced Audit Trail

D. Single Sign on Authentication

ANSWER: A

Explanation:

IP Allowlist is the appropriate feature because it restricts access attempts to trusted, explicitly approved network IP addresses. For an organization concerned about malicious API activity, this creates an important network-level control: even if an attacker obtains otherwise valid API credentials, a request originating outside the approved address ranges can be blocked. NTO should define the public, outbound IP addresses used by its approved integration platforms, middleware, and administrative networks, then maintain that list as those infrastructure addresses change. This helps reduce the exposed attack surface for API-connected integrations and supports a layered security design alongside strong credential management and appropriate access controls. Careful rollout is important: NTO should confirm all legitimate integration egress IP addresses before enforcing the restriction, particularly where cloud services use defined NAT gateways or static outbound addresses. Salesforce describes IP allowlisting as a way to limit access to specified IP addresses and provides related configuration guidance in Marketing Cloud Engagement documentation. See Salesforce Help: IP Allowlisting and Marketing Cloud Engagement API authentication documentation.