Salesforce

MCE-Con-201

Salesforce Certified Marketing Cloud Engagement Consultant

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Product Version

1. **Up to Date products, reliable and verified.**
2. **Questions and Answers in PDF Format.**



Latest Version: 28.0

Question: 1

A customer wants to configure appointment reminders for patients in their clinic. The reminder should be sent the day before the appointment date at 10 a.m., and the appointment record should be updated if the patient was sent a reminder email.
What solution could be recommended?

A. Create a journey with CRM data source triggered on the reminder data and use Journey Builder activities to send a reminder and update the record in Synchronized Data Extension.
B. Create a journey with CRM date-based entry source, and use Journey Builder activities to send a reminder and update the record in CRM.
C. Create a daily scheduled automation to refresh the audience, and use Automation Studio activities to send a reminder with AMPscript in the message to update the record in Synchronized Data Extension.
D. Create a daily scheduled automation to refresh the audience, and use Data Extension entry source for a journey which activates a reminder and updates the record in CRM.

Answer: B

Explanation:
 Comprehensive and Detailed Explanation
Option B uses a Salesforce CRM Date-Based Entry Source in Journey Builder, which is designed exactly for these kinds of time-based communications triggered off of Salesforce object records (such as Appointment__c). This entry source allows Marketing Cloud to initiate a Journey X days before a date field, and execute native Salesforce activities (such as updating the record when the message is sent).
You can enter contacts into a journey before or after a specific date in a CRM object.
You can configure the journey to start at a specific time of day, such as 10:00 AM.
You can use the Salesforce Update Contact Activity within the Journey to update fields on the original record.
Exact Extract from Salesforce Documentation:
 Source: Salesforce Help - Use a Salesforce Data Entry Source in Journey Builder
"Date-Based Entry: Add contacts to a journey based on a date attribute in the Salesforce object. You can configure contacts to enter the journey before, after, or on the specified date and time."
"The Salesforce Update Contact Activity updates a record in your connected Salesforce account. For example, use the activity to change the status of a lead or add a note to a contact after the contact receives an email."
 Source: Marketing Cloud Connect Implementation Guide
"With Marketing Cloud Connect, you can use Salesforce Data (such as Contacts or Custom Objects) as the entry source in Journey Builder. This allows for triggering journeys directly from CRM records with date-based logic."

 Why Other Options Are Incorrect – Backed by Official Extracts:
A – Invalid due to write-back to CRM limitations
"Synchronized Data Extensions are read-only copies of Salesforce CRM data. They can be used to segment and send, but not updated directly from Marketing Cloud."
— Source: Salesforce Help – Synchronized Data Extensions
C – Not ideal due to manual AMPscript update workaround
"AMPscript can interact with data extensions, but using it to write back to Salesforce CRM requires custom API integration and is not recommended when using Marketing Cloud Connect."
D – Data Extension entry source doesn't natively update CRM records
"Journeys triggered from a data extension cannot natively update Salesforce CRM unless custom API calls are made through custom activities or server-side scripts."

Question: 2

Northern Trail Outfitters sends emails for Password Resets from their web store when requested. An SMS message should be deployed if the password reset email is not sent.
What processes should they utilize to ensure a timely delivery across email and SMS?

A. Triggered send definition and use data extract Not Sent to a data extension then send SMS to those failed sends
B. Multiple path journey with engagement split if password reset link clicked; if link not clicked, then SMS Password Reset activity
C. Triggered send definition, and use API response to determine and send API call to trigger an SMS password reset
D. Transactional email send with the event notification service response to determine and trigger an API call to an SMS message

Answer: D

Explanation:
 Comprehensive and Detailed Explanation
This is a classic transactional use case involving multiple channels: if the password reset email fails to send, the system must fallback to SMS delivery.
The best-practice solution is to:
Use a Transactional Send API for password reset emails.
Use the Event Notification Service (ENS) to monitor delivery or bounce events in near real-time.
Based on failure status, trigger an API call to initiate an SMS message.
D is the only option that uses Salesforce's native ENS and API infrastructure for near real-time failure handling, which meets the requirement for "timely delivery."
 Why Other Options Are Incorrect:
A . The Not Sent data extract is not real-time and is typically processed in batch — not suited for password resets that require instant fallback.

B . Engagement Splits (e.g., link clicked) are not ideal for determining whether an email was delivered or not. Plus, password resets don't rely on email clicks — they're more about deliverability.
C . API responses for triggered email sends do not reflect actual delivery success or failure — they only reflect submission status. You need ENS to monitor actual send results.
Exact Extracts from Salesforce Documentation:
Salesforce Event Notification Service (ENS): "ENS sends near-real-time email delivery, bounce, or click events to external systems so you can monitor transactional sends and take automated actions (e.g., triggering an SMS)."
— Source: https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/ens-overview.html
Transactional Email via API: "Use the Transactional Messaging API to send password resets or other 1-to-1 emails. Integrate with Event Notification Service to determine the outcome of each message."
— Source: https://developer.salesforce.com/docs/marketing/marketing-cloud/guide/sendTransactionalEmail.html

Question: 3

Northern Trail Outfitters receives a nightly encrypted unsub file to their Marketing Cloud SFTP from a third-party email platform. These files are used to unsubscribe existing subscribers. They do not use Email Address as Subscriber Key.
What Automation Studio Activity sequence should be used to ensure the appropriate subscribers are unsubscribed from the All Subscriber List?

A. Import File > Data Extract > File Transfer > Import File
B. File Transfer > Import File > Query > Data Extract > File Transfer > Import File
C. Import File > Query > Data Extract > File Transfer > Import File
D. File Transfer > Import File > Data Extract > File Transfer > Import File

Answer: D

Explanation:
 Comprehensive and Detailed Explanation
Here's the breakdown of what's happening in this automation process:
The file is placed (encrypted) in the SFTP location.
File Transfer activity decrypts the file and moves it to the Safehouse.
Import File activity imports the data into a staging data extension.
Data Extract activity converts the DE to a format usable by All Subscribers (e.g., unsubscribe list extract).
File Transfer activity moves that extract file to a designated folder.
Final Import File activity uses that extract to unsubscribe subscribers from All Subscribers.
This full chain ensures secure file processing and proper unsubscription based on Subscriber Key.
 Why Other Options Are Incorrect:

A . Lacks the initial File Transfer step to decrypt and move the encrypted file.
B & C. Include unnecessary Query activities that are not relevant for direct unsubscription processing from a clean unsubscribe file.
Exact Extracts from Salesforce Documentation:
File Transfer & Data Extract for Unsubscribe: "Use File Transfer activity to decrypt and move encrypted files into Safehouse. Use Import File and Data Extract to populate unsubscribe lists with Subscriber Keys."
— Source: https://help.salesforce.com/s/articleView?id=sf.mc_as_activities_file_transfer.htm
— Source: https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract.htm
All Subscriber List Management: "If your account uses Subscriber Key, the unsubscribed file must contain the Subscriber Key and can be processed using Data Extract and Import File activities."
— Source: https://help.salesforce.com/s/articleView?id=sf.mc_subscribers_all_subscribers.htm

Question: 4

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension. Which two steps should they include to accomplish this journey?

A. Use Data Designer in Contact Builder to relate the two data extensions.
B. Utilize Entry Data on a Decision Split within Journey Builder.
C. Create a Data Relationship in Email Studio to relate the two data extensions.
D. Configure activities within Automation Studio to update the purchase data.

Answer: A, B

Explanation:
 Comprehensive and Detailed Explanation
A (Use Data Designer in Contact Builder) is necessary because relationships must be created between data extensions in Contact Builder for Journey Builder to access and evaluate cross-data attributes.
B (Utilize Entry Data on a Decision Split) is required because Decision Splits use Entry Data or Contact Data attributes (made available via the relationships created).
 Why Others Are Incorrect:
C: Data Relationships in Email Studio are for segmentation and sends, not Decision Splits in Journey Builder.
D: Automation Studio updates are irrelevant to Decision Splits in real-time journey flows.
Exact Extract:
Salesforce Help: Data Designer - Contact Builder
"Use Data Designer in Contact Builder to define relationships between data extensions. These relationships allow Journey Builder to evaluate contact data across multiple extensions when using activities such as Decision Splits."
Salesforce Help: Journey Builder Decision Split

"Decision Splits evaluate attributes from the entry event data or related data extensions defined in Contact Builder."

Question: 5

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.
Which solution should they use?

A. Keyword opt-in and SMS Messaging
B. Smart Capture and Triggered email messaging
C. CloudPages opt-in to Event Journey
D. Existing Email Event Notification Subscription

Answer: A

Explanation:
 Comprehensive and Detailed Explanation
A (Keyword opt-in and SMS Messaging) is ideal because attendees can text a keyword to opt-in, and SMS provides instant, mobile-friendly, time-sensitive alerts like safety notifications or room changes.
 Why Others Are Incorrect:
B: Email and Smart Capture are too slow for live event updates.
C: CloudPages require internet access and form submission — not practical for quick opt-ins at live events.
D: Existing email subscriptions are static, not event-specific or real-time.
Exact Extract:
Salesforce Help: MobileConnect Keyword Setup
"Keywords enable mobile users to opt in to receive SMS messages. MobileConnect supports using keywords for event-specific opt-ins."

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