



Free Salesforce MCE-Con-201 Practice Questions

Shared by Farrell on 13-08-2026

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Question 1

Question Type: MultipleChoice

Northern Trail Outfitters is investigating implementing MobileConnect to allow SMS messaging in their UK, Germany, and Swiss subsidiaries. Each subsidiary has its own business unit, and they are trying to determine if a single long code could be used for all markets.

What functionality would tie to additional long code implementation?

Options:

- A- Do they need to support UTF-8 characters in their SMS?
- B- Do they need to support different From Names by country?
- C- Do they need to have independent reporting on SMS sends by country?
- D- Do they need to support inbound messages in each country?

Answer:

D

Explanation:

Comprehensive

Long codes can be used for outbound messaging across multiple countries. However, inbound messaging capabilities are often restricted to specific countries due to local regulations and carrier requirements. If NTO needs to support inbound messages (i.e., two-way communication) in each country, they may need to provision separate long codes for each country to comply with local regulations and ensure message deliverability.

Salesforce Help: Keywords and Codes

Question 2

Question Type: MultipleChoice

A customer wants to create a loyalty program by identifying all subscribers who clicked on a link within any email sent within the last six months.

What should be recommended?

Options:

- A- Create and execute a SQL Query against the _Click data view
- B- Create and execute a Tracking Extract
- C- Create and execute a Subscriber Engagement report
- D- Create and execute a Data Filter on the _Click data view

Answer:

A

Explanation:

The _Click data view in Marketing Cloud stores information about link clicks for up to six months. By writing and executing a SQL query against this data view in Automation Studio, the customer can accurately identify subscribers who have clicked on any links within the specified timeframe.

Salesforce Help: Data View: Click

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters wants to integrate Marketing Cloud with its existing point-of-sale (POS) system in order to email purchase receipts to its customers. The POS data will need to be transformed to be received by the Marketing Cloud triggered send API.

What extension product should be used to accomplish this integration?

Options:

- A- Datorama
- B- Data Studio
- C- MuleSoft Anypoint Platform
- D- Data Connector

Answer:

C

Explanation:

Comprehensive and Detailed Explanation

The correct answer is C --- MuleSoft Anypoint Platform.

MuleSoft is Salesforce's integration platform that allows data transformation, API orchestration, and real-time integration between systems like a POS and Marketing Cloud.

It can modify and deliver data in the proper format required by the Triggered Send API.

Why others are wrong:

A: Datorama is for marketing analytics, not transactional API integration.

B: Data Studio is a data marketplace, not an integration platform.

D: 'Data Connector' is not a standalone Salesforce product for such API transformations.

Exact Extract from Salesforce Official Documentation:

Salesforce Help --- MuleSoft and Marketing Cloud Integration:

'Use MuleSoft Anypoint Platform for real-time data transformation and integration, allowing external systems to trigger transactional messaging via Marketing Cloud APIs.'

(Source: https://help.salesforce.com/s/articleView?id=sf.mc_integration_mulesoft.htm)

Question 4

Question Type: MultipleChoice

A customer is connecting Sales Cloud with Marketing Cloud. The connection was successful, however, the team is unable to view or sync Sales Cloud objects in Contact Builder.

How should a consultant begin troubleshooting the connection?

Options:

- A- Create and send an email in Email Studio to test the connection and validate tracking.
- B- Validate Marketing Cloud and Sales Cloud users have access to the business unit.
- C- Create new Marketing Cloud and Sales Cloud users and perform a new installation.
- D- Validate Marketing Cloud and Sales Cloud permissions for the connecting users.

Answer:

D

Explanation:

The most common cause for not seeing or syncing Sales Cloud objects in Contact Builder after a successful connection is incorrect permission settings. Both the Salesforce CRM user and the Marketing Cloud API User must have specific permissions (like API Enabled, Modify All Data, View All Data, and Marketing Cloud Connected App permissions).

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help -- Marketing Cloud Connect User Permissions

'Ensure that the Salesforce user and Marketing Cloud API user have the correct permissions to sync data objects and access CRM data from Contact Builder.'

Source: Marketing Cloud Connect Implementation Guide

'Proper object permissions and field-level access are required for synchronized CRM objects to appear in Contact Builder.'

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters wants to monitor available coupon codes and send a notification to their email specialist instructing them to request more codes if the available coupon count falls below 500 available codes.

Which two activities would be used in an automation? (Choose 2 answers)

Options:

- A- Import Activity
- B- Verification Activity
- C- Data Extract Activity
- D- Filter Activity

Answer:

A, B

Explanation:

Comprehensive and Detailed Explanation

The correct answers are A and B.

A --- Import Activity: To bring the latest coupon code counts into Marketing Cloud from an external system or FTP.

B --- Verification Activity: To check that a data extension meets a specified condition, such as the number of records (coupon codes) not falling below a certain threshold. If it fails, the automation can notify users.

Why others are wrong:

C: Data Extract Activity is for file extraction from Marketing Cloud, not real-time monitoring.

D: Filter Activity is used for segmenting subscribers, not for conditional validation.

Exact Extract from Salesforce Official Documentation:

Salesforce Help --- Verification Activity:

'Verification activities check a data extension or file to validate that it meets predefined conditions, such as record count. Failure of the verification can trigger a notification.'

(Source:

https://help.salesforce.com/s/articleView?id=sf.mc_automation_studio_verification_activity.htm)

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters has a contact count of nearly 10 million records. They have noticed slower processing times when sending using Journey Builder.

Which two actions could they take to optimize Journey performance? (Select 2 answers)

Options:

- A- Perform large-scale segmentation in Automation Studio before admitting contacts into Journey Builder.
- B- Use Data Extension Entry Sources with Filters applied to perform segmentation activities for Journey Builder.
- C- Include data for decision splits in Attribute Groups in Contact Builder, use contact data rather than journey data.
- D- Create a prefiltered, sendable copy of data extensions for each journey instead of using the same entry source.

Answer:

A, C

Explanation:

Comprehensive and Detailed Explanation

The correct answers are A and C.

A --- Performing large segmentation in Automation Studio reduces the processing load inside Journey Builder, helping Journeys to focus only on eligible contacts.

C --- Storing decision split data in Contact Builder's Attribute Groups allows journeys to reference Contact Data instead of relying on static Journey Data, enabling faster and dynamic splits.

Why others are wrong:

B: Applying filters inside the Journey can slow down entry and cause processing delays.

D: Creating multiple copies of DEs can cause unnecessary data duplication and still doesn't solve processing speed.

Exact Extract from Salesforce Official Documentation:

Salesforce Help --- Journey Performance Best Practices:

'Optimize journey performance by filtering contacts prior to journey entry and by using Contact Data for decision splits rather than static Journey Data.'

(Source: https://help.salesforce.com/s/articleView?id=sf.mc_jb_best_practices.htm)

Question 7

Question Type: MultipleChoice

A customer is creating a re-engagement campaign. The campaign only targets subscribers who have had emails fail at send time due to Held status within the last 60 days. The goal is to send an SMS to the subscribers asking them if they want to update their email address.

What should a consultant recommend to meet the criteria?

Options:

- A- Use SQL Query and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.
- B- Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.
- C- Use Data Extension Extract and Import activities from Automation Studio to inject the subscribers into a CloudPage used as an Entry Source by Journey Builder.
- D- Use SQL Query and File Transfer activities from Automation Studio to inject the subscribers into an API Event used as an Entry Source by Journey Builder.

Answer:

B

Explanation:

Comprehensive and Detailed Explanation

The correct answer is B --- Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.

Tracking Extract Activity allows the extraction of bounced or held subscribers' data (bounce reasons like 'Held').

File Transfer Activity moves the extracted file into the Import directory.

Import Activity loads the file into a Data Extension, which can then be used as the entry source for a re-engagement journey via SMS.

Why others are wrong:

A: SQL Query only works if the data is already in a Data Extension; Held status bounce data typically resides in Tracking Extracts.

C: CloudPages Entry Source is incorrect --- you want an automated process for SMS.

D: API Event would require custom API calls, but there's no mention of development resources.

Exact Extract from Salesforce Official Documentation:

Salesforce Help --- Tracking Extract Activity:

'Use a Tracking Extract Activity to pull tracking data, such as bounces or held status, into a file that can be imported into a data extension for use in journeys or reports.'

(Source: https://help.salesforce.com/s/articleView?id=sf.mc_as_tracking_extract_activity.htm)



Question 8

Question Type: MultipleChoice

Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.

What should be used to prevent emails from being sent if they exceed 2500 contacts?

Options:

- A- Verification Activity
- B- Script Activity
- C- Query Activity
- D- Stop Activity

Answer:

A

Explanation:

A Verification Activity in Automation Studio checks the number of records in a data extension before proceeding. If the number exceeds a specified threshold (e.g., 2500 contacts), the automation can be halted, preventing the send.

Salesforce Help: Verification Activity

Question 9

Question Type: MultipleChoice

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and Not Sent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

What should they use?

Options:

- A- Event Notification Service
- B- Platform Events API
- C- Data View Export with every send
- D- Data Retrieves on the Send Object

Answer:

A

Explanation:

Comprehensive and Detailed Explanation

The correct answer is A --- Event Notification Service (ENS).

ENS allows real-time event delivery for important email metrics like Sent, Delivered, Not Sent, Bounced, Opened, and Clicked.

It uses an HTTP callback mechanism to push notifications to an external system within seconds of the event happening.

Why others are wrong:

B: Platform Events API is for Salesforce Core, not directly tied to Marketing Cloud events.

C: Data View Exports happen on a schedule, not real-time.

D: Data Retrieves pull data but require manual or automated fetching --- not event-driven.

Exact Extract from Salesforce Official Documentation:

Salesforce Help --- Event Notification Service Overview:

'Use Event Notification Service (ENS) to receive near-real-time notifications for message events like Sent, Not Sent, Delivered, etc., delivered to a designated endpoint.'

(Source:

<https://help.salesforce.com/s/articleView?id=sf.mc-transactional-api-event-notifications.htm>)

Question 10

Question Type: MultipleChoice

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?

Options:

- 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 11

Question Type: MultipleChoice

Northern Trail Outfitters injects customers into Journey B based upon email engagement in Journey A.

Which method would facilitate this solution?

Options:

- A- In Journey A, engagement split after email send. In Automation Studio, query JourneyActivity data view for the Engagement split result Boolean field, use result Data.
- B- In Automation Studio, query activity engagement on Journey System data view for email send to Journey A; Use result data extension for Journey B Subjects.
- C- In Automation Studio, use verification activity to verify engagement on email in Journey A; query engagement data extension for Journey B Subjects.
- D- In Journey A, engagement split followed by Contact Activity to Boolean on an engagement data extension; query engagement data extension injections.

Answer:

A

Explanation:

You would:

Use an Engagement Split in Journey A to track who engaged (opened or clicked).

After the Engagement Split, capture the engagement decision (typically Boolean) into an

attribute or Data Extension.

Then use Automation Studio to query the JourneyActivity data views for those who engaged and inject them into Journey B.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help -- Engagement Split Activity

'The Engagement Split activity evaluates contacts based on interactions with an email activity, such as opens or clicks.'

Source: Salesforce Help -- Journey Activity and Data Views

'Query JourneyActivity Data Views to retrieve information about contact flow and outcomes, including engagement split results.'



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