



Practice With Salesforce MCE-Con-201 Mock Test

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Question 1

Question Type: MultipleChoice

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?

Options:

- 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.'

Question 2

Question Type: MultipleChoice

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?

Options:

- 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 3

Question Type: MultipleChoice

A customer indicates their point-of-sale system can be configured to upload a file every fifteen minutes. The filename is not consistent for each upload. Their consultant recommends they use a File Drop Automation.

Which two considerations should be made? (Choose 2 answers)

Options:

- A- They may utilize an external FTP site.
- B- The directory is unable to be used by another File Drop Automation.
- C- The directory used by the file trigger should be inside the import directory.
- D- The directory cannot contain more than five file triggers.

Answer:

B, C

Explanation:

Each File Drop Automation must monitor a unique directory, and that directory cannot be shared across multiple File Drop Automations (B).

The file trigger directory must be inside the import folder structure for Enhanced FTP (C).

Using an external FTP site is not supported for File Drop Automations --- it must be Salesforce's Enhanced FTP. The limitation on the number of triggers is not five; it's based on system and licensing limits.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help -- File Drop Automation Requirements

'Each File Drop Automation must have its own unique directory. The directory must reside within the Import directory.'

Source: Salesforce Help -- Enhanced FTP File Drop Automations

'File Drop Automations require files to be dropped into a directory under the Import folder on Marketing Cloud's Enhanced FTP.'

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters wants to have a periodic, dynamic newsletter sent to a set data extension, but the data in this data extension will be regularly updated, and the subscribers inside could be removed/added multiple times.

What option should speed up the delivery while meeting these criteria?

Options:

- A- Journey that allows re-entry after exiting
- B- Scheduled Automation utilizing Triggered Send Emails
- C- Scheduled Automation using a Send Activity
- D- Single Send Journey

Answer:

C

Explanation:

A Scheduled Automation using a Send Activity is ideal for sending emails to a data extension that is regularly updated. This approach allows for efficient and timely sends without the overhead of journey management, making it suitable for periodic newsletters with dynamic subscriber lists.

Salesforce Help: Automation Studio Activities

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is the holding company of three subsidiaries: Universal Containers, Ursa Major Solar, and Cloud Kicks. NTO recently purchased Marketing Cloud and has asked its consultant to recommend a scalable business unit (BU) hierarchy. They don't plan on executing any marketing campaigns on behalf of the NTO holding company, but NTO employees would like access to all subscribers and aggregate reporting. Additionally, each subsidiary business will be regularly running campaigns and should have their own branding, content, and subscribers.

Which solution should the consultant recommend?

Options:

- A- One parent BU and two child BUs with their own Sender Authentication Packages.
- B- One parent BU with three additional private domains.
- C- One parent BU and one child BU.
- D- One parent BU and three child BUs with their own Sender Authentication Packages.

Answer:

D

Explanation:

The best practice is to have one Parent BU (NTO) and three separate Child BUs (Universal Containers, Ursa Major Solar, and Cloud Kicks) --- each with its own Sender Authentication Package (SAP) for branding, authentication, and independent sending reputation.

This structure provides clear separation of assets, subscribers, and branding while allowing NTO to retain access for reporting and oversight at the Parent BU level.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help -- Business Unit Hierarchies

'Use a Parent BU to manage settings and aggregate reporting across Child BUs. Assign separate Sender Authentication Packages to each Child BU for independent branding and deliverability.'

Source: Salesforce Implementation Guide -- Business Unit Structure

'A scalable hierarchy should provide isolation for brand-specific assets and subscribers while maintaining corporate oversight.'

Question 6

Question Type: MultipleChoice

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow-up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

Options:

- A- Salesforce Data Entry, SQL Query Activity, Task Activity
- B- Scheduled Automation, SQL Query Activity, Data Extension Entry, Task Activity
- C- API Event Entry, SQL Query Activity, Task Activity
- D- Scheduled Automation, Filter Activity, Data Extension Entry, Contact Activity

Answer:

A

Explanation:

You would:

Use Salesforce Data Entry to identify the Contacts and Leads in scope.

Use SQL Query Activity to evaluate who has not opened five emails based on Data Views.

Use Task Activity to create Salesforce tasks automatically.

This path matches Option A exactly.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help -- Salesforce Activities in Journey Builder

'Salesforce Activities, including Task creation, can be used to automate CRM record updates from Marketing Cloud.'

Source: Salesforce Marketing Cloud Connect Guide -- SQL Query Activities

'SQL Query Activities allow filtering and evaluation of marketing engagement data (such as opens and clicks) stored in Data Views.'

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters wants to implement a Welcome email. New subscribers signing up on their website should receive the email promptly. They are utilizing Marketing Cloud Connect to connect Sales Cloud and Marketing Cloud.

Which solution should capture the new subscribers?

Options:

A- Smart Capture form on website

B- Salesforce Triggered Sends

- C- File import to data extension
- D- Batch file dropped to SFTP

Answer:

B

Explanation:

Since they are using Marketing Cloud Connect, the best real-time option is Salesforce Triggered Sends. When a new Contact or Lead is created in Sales Cloud (via the website sign-up form), a Triggered Send can immediately deploy the Welcome Email via Marketing Cloud.

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help -- Salesforce Triggered Sends Overview

'Triggered Sends allow Salesforce to initiate an immediate email send from Marketing Cloud when a record meets specified conditions.'

Source: Salesforce Marketing Cloud Connect Guide

'Use Salesforce Triggered Sends to capture and act on real-time interactions like new sign-ups or opportunities.'

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is launching a new campaign that will collect subscriber information to better target and segment its marketing communications.

NTO wants to target users of its app and social platforms who have not engaged with previous emails in the campaign. If the subscriber opens or clicks after three messages, they will be removed from the campaign.

Which solution should the consultant implement?

Options:

- A- A File Drop Automation with Filtered Data Extensions
- B- User-Initiated Send Definition with User-Initiated Send Definitions
- C- A Multi-Step Automation with User-Initiated Send Definitions
- D- A Multi-Step Journey with Data Extension/Automation entry source

Answer:

D

Explanation:

A Multi-Step Journey in Journey Builder is best suited to handle dynamic behaviors like:

Sending a series of emails.

Evaluating engagement (opens, clicks).

Removing subscribers from the journey if engagement criteria are met.

Data Extension/Automation entry source allows for automated injection of contacts based on updated records (like non-engagers).

Exact Extracts from Salesforce Documentation:

Source: Salesforce Help -- Journey Builder Multi-Step Journeys

'Multi-Step Journeys allow you to send multiple communications, wait for engagement, and adjust the journey path based on subscriber behavior.'

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters wants to import their Sales Cloud data into Marketing Cloud to leverage it within Journey Builder. They have approximately 10 million customers and the data needs to be available with a delay of no more than 30 minutes. Only customers where the consent checkbox is selected in Sales Cloud should be imported, which represents approximately half of their customer database.

What should they implement?

Options:

- A- All Subscribers, since these are synchronized in real time
- B- Import from Salesforce Report in Automation Studio
- C- Event Data from the Entry Event in Journey Builder
- D- Synchronized Data Extensions with a filter

Answer:

D

Explanation:

Synchronized Data Extensions via Marketing Cloud Connect allow syncing Salesforce objects (such as Leads, Contacts) into Marketing Cloud at near real-time speeds (approximately every 15--30 minutes). To filter only customers with consent selected, they can configure a Filtered Data Extension based on the synchronized object.

Exact Extract from Salesforce Documentation:

Source: Salesforce Help -- Synchronized Data Sources Overview

'Synchronized Data Sources allow you to automatically sync Salesforce object data into Marketing Cloud. The sync interval can be configured up to every 15 minutes.'

Source: Marketing Cloud Connect Implementation Guide

'To target a subset of synchronized records, configure Filtered Data Extensions based on specific criteria, such as opt-in status or custom fields.'

Question 10

Question Type: MultipleChoice

Northern Trail Outfitters wants its emails to be redirected to Marketing Cloud servers for processing.

Which configuration setting should the consultant recommend?

Options:

- A- Reply Mail Management
- B- Private Domains
- C- Sender Authentication Package
- D- Custom Delivery Profiles

Answer:

A

Explanation:

Comprehensive and Detailed Explanation

The correct answer is A --- Reply Mail Management (RMM).

Reply Mail Management redirects incoming email replies to Marketing Cloud servers where they are processed based on defined rules (e.g., auto-responses, unsubscribe handling).

It ensures Marketing Cloud can properly manage replies rather than relying on customer inboxes.

Why others are wrong:

B: Private Domains help with sending (authentication) but not reply redirection.

C: SAP (Sender Authentication Package) includes Private Domain setup but doesn't itself manage replies.

D: Delivery Profiles configure sender and reply-to addresses but don't control reply processing rules.

Exact Extract from Salesforce Official Documentation:

Salesforce Help --- Reply Mail Management Overview:

'Reply Mail Management (RMM) redirects subscriber replies to Marketing Cloud servers where you can configure responses, auto-replies, and unsubscribe handling.'

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

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