



Salesforce Certified Marketing Cloud Engagement Administrator (MCE-Admn-201) Mock Exam

Shared by England on 17-06-2026

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Question 1

Question Type: MultipleChoice

A Marketing Cloud admin wants to automatically unsubscribe customers who respond to marketing emails asking to be removed from the mailing list.

Which two steps should the admin take to enable this functionality?

Select 2 answers

Options:

- A- Ensure a Custom response is enabled for Automated Response in Reply mail Management
- B- Verify Reply Mail Management has been enabled in the account
- C- Select Unsubscribe Manual requests in Reply Mail Management
- D- Select Delete Auto-Replies and Out-of-Office mail Management

Answer:

A, B

Question 2

Question Type: MultipleChoice

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?

Options:

- A- AMPscript

- B- SSJS
- C- SQL
- D- HTML

Answer:

A

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) uses data extensions for all of their email audiences. A customer reports they unsubscribed several week-end ago, but continue to receive NTO's daily digest at their old address. NTO's Marketing cloud Admin has confidently deleted them from present in the appropriate data extension.

What consideration could account for this behavior?

Options:

- A- Data retention settings were incorrect in the data extension.
- B- The email address in All Subscribers is prioritized.
- C- Contact Builder was not configured properly.
- D- The data extension was not configured as sendable.

Answer:

B

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters wants to use Synchronized Data Sources to sync Contact data from Salesforce CRM. However, they only want to sync records they would be able to send to reducing the amount of data being brought over.

Which two filtering options could be used when configuring the Contact synced object?

Choose 2 answers

Options:

- A- Select all records which have opened an email in the past six months
- B- Select all records with an email address
- C- Select all records which are active in All Subscribers
- D- Select all records where HasOptedOutofEmail is FALSE

Answer:

B, C

Question 5

Question Type: MultipleChoice

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

Options:

- A- IP ramp -up takes four to six weeks to be able to fully send to all 3 million customers.
- B- IP ramp -up can be accelerated by migrating to pre -warmed IP addresses.
- 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:

A, D

Question 6

Question Type: MultipleChoice

Einstein Recommendations uses data extensions to store user-facing information

How is this data passed to Marketing Cloud?

Options:

- A- Google Analytics 360
- B- Collect Tracking code
- C- Conversion Tracking
- D- Web & Mobile Analytics

Answer:

B

Question 7

Question Type: MultipleChoice

Which three considerations should be made when setting up Distributed Marketing?

Choose 3 answers

Options:

- A- Business users can select any email at time of send.
- B- Default options can be set up for the greeting in the email.
- C- A journey can be connected to one or more Campaigns.
- D- The DM administrator Profile is required to access Distributed Marketing.
- E- Messages can be sent to Contacts, Leads, and Person Accounts.

Answer:

A, C, E

Question 8

Question Type: MultipleChoice

A Marketing Cloud admin needs to warm their accounts Dedicated IP.

What option for segmentation aligns with the IP Warming process?

Options:

- A- Segment to those recipients receiving text email versions first
- B- Segment subscribers with soft bounces in their own dedicated send
- C- Segment by domain to limit number of sends to each email provider
- D- Segment by geographic region as after-hours sends will be marked as spam

Answer:

C

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters runs a nightly automation consisting of a File Transfer and a File Import. Following an update from the engineering team, the automation began failing. The Marketing Cloud admin suspects the CSV file now has an invalid format.

How could the admin receive a file of the bad data rows to confirm this theory?

Options:

- A- Move the File Transfer to its own automation and include a notification email address
- B- Move the Import definition to its own automation and include a notification email address
- C- Update the Import definition to include a notification email address
- D- Update the automation to include a notification email address for Runtime Errors

Answer:

C

Question 10

Question Type: MultipleChoice

(NTO) wants to use complex criteria to identify subscribers for a special promotional email. Especially they want to target subscribers who opened or engaged with an email within the last 30 days and live within 10 miles of an NTO store.

What should NTO do to create this audience?

Options:

- A- Measures
- B- SQL Queries
- C- Data Filters
- D- Journey

Answer:

A

Question 11

Question Type: MultipleChoice

A financial services customer states that families often share email addresses across multiple checking, savings, loan, and credit accounts. The customer needs to allow individual accounts to use the same email address in Marketing Cloud but maintain separate subscriber attributes.

Which component should be discussed with the customer to allow for this use case?

Options:

- A- Subscriber Key
- B- Contact ID
- C- Member Record
- D- Data Extensions

Answer:

A

Question 12

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take in order to create Send Classifications?

Choose 2 answers

Options:

- A- Define a Sender Profile.
- B- Define a Subscriber -specific From Name.
- C- Define custom Reply Mail Management.
- D- Define a Delivery Profile.

Answer:

A, D



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