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QUESTIONS & ANSWERS  
**DEMO VERSION**  
*(LIMITED CONTENT)*

# Question 1

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Question Type: MultipleChoice

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A service team manages their field technicians in Salesforce CRM connected to Marketing Cloud. Once an appointment with a contact is scheduled for the technician through CRM, a notification message should be sent to the contact informing them about the scheduled visit date. When the notification is sent, the "Confirmation Sent" checkbox on the appointment record should be updated in CRM.

All appointments scheduled on a given day will have their status updated in CRM at the end of business hours. The Appointment object does not have a direct relationship with the Contact.

What solution would a consultant recommend to address this use case?

## Options:

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A- Configure journey with Salesforce Data entry source; use Journey Builder activities to send notification and update CRM records.

B- Configure journey with API Event entry source; Process Builder to trigger event; use Journey Builder activities to send notification and update CRM records.

C- Configure journey with Data Extension entry source; use Automation Studio activities to refresh the audience and Journey Builder activities to send notification and update CRM records.

D- Configure Salesforce Send with Salesforce data extension, using Automation Studio activities to refresh the audience; send notification and SSJS activity to update CRM records.

## Answer:

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B

## Explanation:

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Comprehensive and Detailed Explanation

The correct answer is B --- Configure a Journey with API Event Entry Source, triggered by Process Builder.

Because the Appointment object doesn't directly relate to Contact, Process Builder (or Flow) in Salesforce CRM can be used to fire an API Event to Marketing Cloud when an appointment is scheduled.

The Journey will then handle sending the notification and updating the 'Confirmation Sent' checkbox.

Why others are wrong:

A: Salesforce Data Entry Source requires a direct relationship (Contact or Lead) --- which is missing here.

C: Data Extension Entry Source needs a manual or scheduled import --- not real-time.

D: Salesforce Send with Automation Studio would not provide immediate real-time notification based on appointment creation.

Exact Extract from Salesforce Official Documentation:

Salesforce Help --- API Event Entry Source for Journey Builder:

'Use API Events to inject contacts into a journey from external or Salesforce sources where no direct object relationship exists, enabling real-time processing and communications.'

(Source: [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_api\\_event\\_source.htm](https://help.salesforce.com/s/articleView?id=sf.mc_jb_api_event_source.htm))

## Question 2

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Question Type: MultipleChoice

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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:

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A- Datorama

B- Data Studio

C- MuleSoft Anypoint Platform

D- Data Connector

### Answer:

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C

### Explanation:

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

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## Question 3

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Question Type: MultipleChoice

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Northern Trail Outfitters (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Builder to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could stop using Automation Studio entirely.

Which three tasks would a consultant suggest for using Journey Builder instead of Automation Studio?  
(Choose 3 answers)

### Options:

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- A- Building simple segmented campaigns without SQL queries
- B- Designing decision logic via an intuitive user interface
- C- Setting behavior-based goals
- D- Processing zipped encrypted files containing subscriber data
- E- Creating customer segments from multiple data extensions

### Answer:

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A, B, C

### Explanation:

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Comprehensive and Detailed Explanation

Correct answers are A, B, and C.

A --- Journey Builder allows simple segmentation using Entry Events and Filters without complex SQL Queries.

B --- Journey Builder's drag-and-drop UI helps create complex decision splits and paths easily.

C --- Behavior-based goals (e.g., click a link, open an email, purchase completed) are set within Journey Builder to track success.

Why others are wrong:

D: Processing zipped, encrypted files (e.g., decryption, file transfer) is handled in Automation Studio, not Journey Builder.

E: Complex customer segmentation across multiple DEs often still requires SQL queries in Automation Studio.

Exact Extract from Salesforce Official Documentation:

Salesforce Help --- Journey Builder vs Automation Studio:

'Use Journey Builder to create behavior-based journeys and decision splits with a visual interface. Use Automation Studio for complex queries, large data imports, and file processing.'

(Source: [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_vs\\_as.htm](https://help.salesforce.com/s/articleView?id=sf.mc_jb_vs_as.htm))

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## Question 4

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Question Type: MultipleChoice

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Northern Trail Outfitters is using a Triggered Send to send customers their order confirmations. Their commerce platform provides a JSON payload for order details.

What should they use to format the JSON within the email?

### Options:

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- A- SSJS platform function ParseJSON
- B- TransformJSON() AMPscript Function
- C- BuildRowSetFromJSON() AMPscript Function
- D- ParseJSON content block with Content Builder

## Answer:

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C

## Explanation:

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BuildRowSetFromJSON() is an AMPscript function specifically designed to parse JSON payloads into usable row sets inside emails. This allows marketers to iterate through JSON objects easily and display order details dynamically in triggered transactional emails.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help -- AMPscript BuildRowSetFromJSON() Function

'BuildRowSetFromJSON parses a JSON string and creates a rowset suitable for use in AMPscript loops.'

Source: Salesforce Help -- Formatting JSON in Emails

'Use BuildRowSetFromJSON to extract and format dynamic data from JSON payloads in triggered transactional sends.'

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## Question 5

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Question Type: MultipleChoice

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Northern Trail Outfitters continually adds rows for subscribers to a Data Extension via API, populating subscribers who should receive a monthly payment reminder that day. They want to use Journey Builder to send the payment reminder emails.

What would be required to process the correct subscribers?

## Options:

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- A- Journey Settings > No re-entry
- B- Contact Evaluation > Evaluate new records only
- C- Contact Evaluation > Evaluate all records
- D- Journey Settings > Use email attribute from Contacts

## Answer:

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B

### Explanation:

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When new records are continuously added via API and you want to inject them into a journey, you should use Contact Evaluation set to Evaluate new records only. This ensures that only the newly added (not existing) records are evaluated for entry into the journey.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help -- Contact Evaluation Settings in Journey Builder

'When using a Data Extension Entry Source, you can choose to evaluate new records only, ensuring that only fresh entries are processed.'

Source: Salesforce Help -- Data Extension Entry Source

'Select 'Evaluate new records only' to inject new rows added to the data extension into the journey.'

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## Question 6

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Question Type: MultipleChoice

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

Which method would facilitate this solution?

### Options:

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A- In Automation Studio, use verification activity to verify engagement or email in Journey A; Query engagement data extension for Journey B injection.

B- In Journey A, engagement split followed by Update Contact Activity to Boolean field on an engagement data extension; Query engagement data extension for Journey B injection.

C- In Automation Studio, query activity engagement on Journey System Data View for email send in Journey A; Use resultant data extension for Journey B injection.

D- In Journey A, engagement split email send. In Automation Studio, query\_ Journey Activity data view for the Engagement Split Result Boolean field; Use resultant data extension for Journey B injection.

### Answer:

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B

## Explanation:

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The best method is:

Use an Engagement Split in Journey A to identify engagement.

Use Update Contact Activity to update a Boolean field in a Data Extension based on the engagement result.

Later, query this updated engagement Data Extension to inject subscribers into Journey B based on their behavior.

This avoids relying directly on querying system data views and enables near-real-time, easy-to-manage segmentation.

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Exact Extracts from Salesforce Documentation:

Source: Salesforce Help -- Update Contact Activity in Journey Builder

'Use Update Contact Activity to update attribute values for contacts during a journey based on behaviors such as engagement.'

Source: Salesforce Help -- Journey Builder Engagement Split

'Engagement Split evaluates engagement (open, click) and can trigger updates to data for further automation.'

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