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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q81-Q86):

NEW QUESTION # 81

What elements of CAN-SPAM should the Marketing Cloud admin ensure are present for each Commercial send?

- A. Business name and physical mailing address
- B. Preference Center link and a link to the business website
- C. Business name and a link to the business website
- **D. Preference Center link and physical mailing address**

Answer: D

Explanation:

Under CAN-SPAM requirements, for each commercial send, the Marketing Cloud admin should ensure that there is a Preference Center link and a physical mailing address present in the email. This compliance is critical to allow recipients to manage their email preferences (such as unsubscribing) and to meet legal requirements by providing a physical mailing address, offering transparency and options to the recipients.

Reference: Salesforce Help - CAN-SPAM Compliance

NEW QUESTION # 82

Northern Trail Outfitters wants to segment audiences based on SalesCloud data.

Where would their Marketing Cloud admin configure Sales Cloud Objects to be synced and leveraged in Marketing Cloud.

- A. Contact Builder > Data Extensions > Synchronized Data Extensions
- **B. Setup > Data Management > Synchronized Data Extensions**
- C. Contact Builder > Data Sources
- D. Setup > Apps > Salesforce Integration

Answer: B

Explanation:

To configure Sales Cloud objects to be synced and leveraged in Marketing Cloud, the Marketing Cloud admin should navigate to "Setup > Data Management > Synchronized Data Extensions" in Marketing Cloud. This path allows the admin to set up and manage the synchronization of specific Sales Cloud data objects and fields into Marketing Cloud, enabling the creation of segmented audiences based on this data.

Reference: Salesforce Help - Synchronized Data Extensions

NEW QUESTION # 83

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

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

Answer: B,C

Explanation:

Synchronized Data Sources can use two types of filters: attribute filters and relationship filters. Attribute filters are based on the fields of the object being synced, such as email address or opt-out status. Relationship filters are based on the fields of a related object, such as account or campaign. Filtering by email open activity or subscriber status is not possible with Synchronized Data Sources.

NEW QUESTION # 84

A Marketing Cloud admin has been asked to get the last 30 days of Bounce data from their account.

What should the admin use to get granular bounce data in bulk in a pre-defined format?

- A. CSV download of bounce data in My Tracking

- **B. Automation Studio Tracking Extract**
- C. Automation Studio Query Activity
- D. Discover Deliverability Complaint Rate Report

Answer: B

Explanation:

To get the last 30 days of Bounce data in bulk and in a pre-defined format, a Marketing Cloud admin should use B. Automation Studio Tracking Extract. This tool allows the admin to extract detailed bounce data for a specified period, providing comprehensive insight into delivery issues. The Tracking Extract can output data in a CSV format, which can be imported into other systems for further analysis or reporting.

Reference: Salesforce Help - Tracking Extracts

NEW QUESTION # 85

A Marketing Cloud admin has been asked to Include Sales Cloud data in their queries. Which feature would allow this functionality?

- A. Query Studio
- B. CloudPages
- C. Journey Builder
- **D. Synchronized Data Sources**

Answer: D

Explanation:

Synchronized Data Sources is the feature that would allow this functionality. Synchronized Data Sources are data sources that allow marketers to import and synchronize data from Salesforce CRM objects into Marketing Cloud data extensions. Synchronized Data Sources can be configured with different settings, such as sync frequency, field mapping, and filter criteria. Synchronized Data Sources enable marketers to use Sales Cloud data in their queries and other Marketing Cloud activities.

NEW QUESTION # 86

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