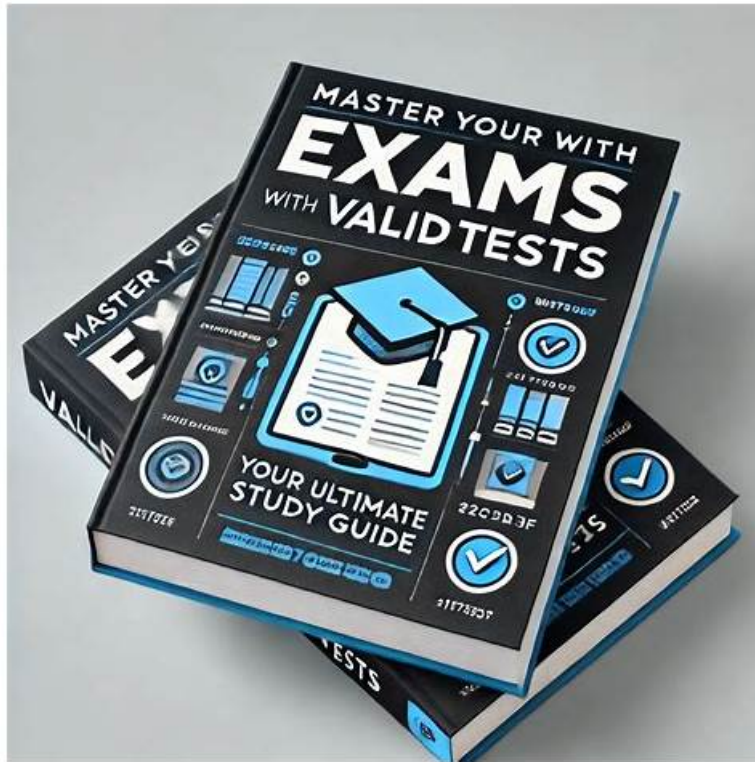


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## Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q15-Q20):

### NEW QUESTION # 15

A Marketing Cloud admin wants to ensure no one could access the API with their Marketing Cloud user credentials. Which security setting would control this behavior?

- A. Deselect 'Exclude API Users From Password Expiration'
- B. Select 'Identity Verification'
- **C. Deselect 'Enable Username and Password for Web Services'**
- D. Select 'Enable Audit Trail Data Collection'

**Answer: C**

Explanation:

The security setting 'Enable Username and Password for Web Services' allows users to access the API with their Marketing Cloud username and password. If this setting is deselected, users will need to use an API user or an installed package to access the API

#### NEW QUESTION # 16

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day. As a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return to the site and continue their shopping.

What action should NTO take?

- A. Import a file of logged-in customers into NTO's existing Abandoned Cart journey in Journey Builder.
- **B. Create and send an apology email that includes a discount for a future purchase to all customers**
- C. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- D. Create a user-initiated message to logged-in customers to send once the website is restored.

**Answer: B**

Explanation:

Given the website outage experienced by NTO during a peak shopping period:

D). Create and send an apology email that includes a discount for a future purchase to all customers: This action acknowledges the inconvenience caused by the outage and incentivizes customers to return to the site.

Offering a discount can help mitigate any negative sentiment and encourage customers to complete their interrupted purchases.

This approach helps to maintain customer goodwill and potentially recover some of the lost sales due to the outage.

Reference: Salesforce Help - Email Best Practices

#### NEW QUESTION # 17

Northern Trail Outfitters does NOT want to store email addresses or phone numbers within Marketing Cloud.

Which feature should they use?

- A. Master-detail relationship to Contacts
- B. Field Level Encryption
- **C. Tokenized Sending**
- D. Lookup reference to Contact Object

**Answer: C**

Explanation:

For Northern Trail Outfitters to avoid storing sensitive information such as email addresses and phone numbers directly in Marketing Cloud, the recommended feature is:

Tokenized Sending: This method replaces sensitive data with tokens that can be used in communications without exposing actual data values. It helps in maintaining the confidentiality and integrity of personal data while still enabling personalized marketing communications.

Implementation: Set up Tokenized Sending by configuring the data relationships either through Marketing Cloud Connect or using an external token provider. This ensures that during the send process, the system uses tokens to retrieve and incorporate actual data temporarily without storing it in the database.

Reference: Salesforce Marketing Cloud Tokenized Sending

#### NEW QUESTION # 18

A Marketing Cloud admin is asked to understand how a certain content area within a Triggered Send Email is performing.

Which report should be used?

- A. Dynamic Content for Triggered Sends
- B. Email Performance by Attribute
- C. Sends Account Send Summary
- **D. Impression Tracking for Triggered Sends**

**Answer: D**

Explanation:

To understand how a specific content area within a Triggered Send Email is performing, the admin should use C). Impression Tracking for Triggered Sends. Impression Tracking allows the admin to track how often a particular content area or piece of dynamic content is viewed within emails, giving insights into the performance of content within Triggered Sends.

Reference: Salesforce Help - Impression Tracking

#### NEW QUESTION # 19

A Marketing Cloud admin at Northern Trail Outfitters (NTO) is exploring whether they need to separate their brands into separate business units.

When should the admin create separate business units for each of NTO's brands?

- A. A new sender profile needs to be leveraged for sending transactional emails
- **B. Brand-specific private domains need to be leveraged when wrapping images and links in email campaigns**
- C. Multiple brand logos must be accommodated in an email header
- D. NTO requires SSL certificate configurations for Content Builder and Portfolio images

**Answer: B**

Explanation:

Creating separate business units for each brand is necessary when:

Brand-specific Domains: Separate business units allow for the configuration of brand-specific private domains, which are crucial for maintaining brand identity and trust in email campaigns by customizing link and image paths.

Use Case: If different brands under NTO need to leverage their unique domains for sending emails and hosting content, setting up distinct business units allows each brand to manage its sender profiles, content, and subscriber interactions independently.

Reference: Salesforce Marketing Cloud Business Units

#### NEW QUESTION # 20

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