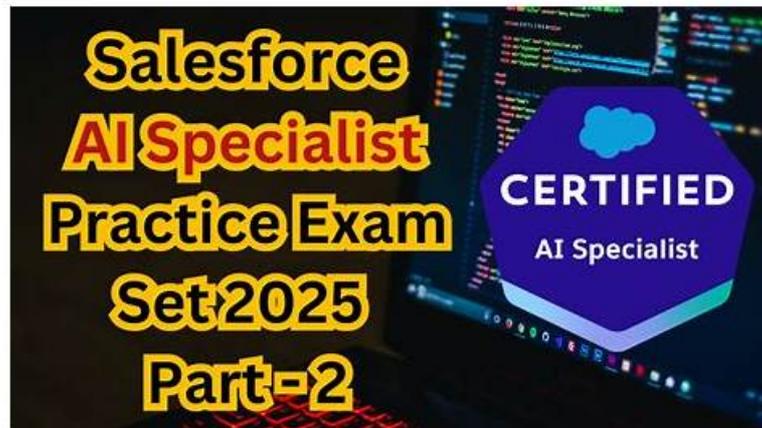


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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q94-Q99):

NEW QUESTION # 94

A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.

Which feature should be utilized to make this happen?

- A. Send Logging
- **B. Publication Lists**
- C. Subscriber Keys
- D. Profile Center

Answer: B

Explanation:

To enable subscribers to receive only the categories of emails they are interested in:

Publication Lists: Use Publication Lists to manage different categories of email content. Subscribers can choose which lists they want to subscribe to through the built-in subscription center, thereby receiving only the emails that match their interests.

Implementation: Configure multiple publication lists representing various content categories. Integrate these lists with the subscription center to allow subscribers to select their preferences.

Reference: Salesforce Marketing Cloud Subscription Management

NEW QUESTION # 95

Northern Trail Outfitters wants to know how customers are engaging with marketing communications they have sent over the last year. What action should be taken to populate the Einstein Engagement Scoring Dashboard?

- A). Select one of the Predictive Algorithms then click Deploy
- B). Click Deploy and results are available immediately
- C). Select the channels (Emails, Push, SMS) to report on then click Activate D). Click Activate and wait for an email notification

Answer:

Explanation:

C

To use the Einstein Engagement Scoring Dashboard for analyzing customer engagement:

Select Channels: Choose which channels (Email, Push, SMS) you want to include in the engagement scoring.

Activate: Click on "Activate" to start the data analysis process. This will generate insights based on the selected channels and customer interactions over the specified period.

Reference: Salesforce Marketing Cloud Einstein Engagement Scoring

NEW QUESTION # 96

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

Answer: C

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 # 97

(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?

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

Answer: A

Explanation:

To target subscribers based on complex criteria, such as recent engagement and geographic proximity:

Use SQL Queries in Automation Studio to create a highly specific audience segment. SQL queries allow for the combination of multiple data points and criteria into a single query, providing the flexibility needed for complex segmentation.

Write a SQL query that joins email interaction data with subscriber location data, filtering for those who engaged within the last 30 days and are within 10 miles of an NTO store.

Reference: Salesforce Marketing Cloud SQL Query Activity in Automation Studio

NEW QUESTION # 98

A Marketing Cloud admin is configuring a journey using Path Optimizer. they want to hold back 60% of the contacts until a winner has been selected.

Which two settings should be selected before the admin can configure the Holdback percentage?

Choose 2 answers

- A. Data Extension entry source
- B. Journey re-entry settings
- C. Winner evaluation
- D. Run Once schedule type

Answer: A,C

Explanation:

To configure a journey using Path Optimizer with a holdback of 60% of the contacts until a winner has been selected, the Marketing Cloud admin needs to set:

A). Data Extension entry source: Ensures the journey is pulling contacts from a specific data extension which can be effectively managed and monitored for the experiment.

D). Winner evaluation: This setting allows the admin to specify how and when the winning path is determined, which is critical to managing the holdback and subsequent path optimization.

Reference: Salesforce Help - Path Optimizer

NEW QUESTION # 99

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