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Salesforce Certified Marketing Cloud Engagement Administrator Sample Questions (Q85-Q90):

NEW QUESTION # 85

Northern Trail Outfitters (NTO) uses Sender Authentication Package (SAP) for branding purposes. Their German business unit is configured with the SAP domain de.ntomarketing.com.

The German NTO team is preparing for a campaign and wants to use customized Cloud Pages with the domain de-special.ntomarketing.com.

How could the Marketing Cloud admin meet this requirement?

- A. Purchase a new SAP for de-special.ntomarketing.com
- B. CloudPages must use the SAP domain
- C. CloudPages must use pages.ntomarketing.com
- **D. Purchase a new private Domain for use in CloudPages**

Answer: D

Explanation:

Purchasing a new private domain for use in CloudPages allows the admin to use a customized domain name for CloudPages, such as de-special.ntomarketing.com. This domain can be different from the SAP domain, which is used for email branding and deliverability. The other options are not feasible or correct.

NEW QUESTION # 86

An entertainment company is hosting events across the country in different venues. They want to use Contact Builder to feed Journey Builder. Contact who enter a journey will go through a decision split based on the type of event. The journey will send a series of emails and one of them will contain the venue details dynamically populated with AMP script.

The Company collects the following information:

- Customer data (email address, first name, last name...).
- Event registration (email address, event ID, event name, event type, venue ID...).
- Venue details (venue ID, venue name, venue address...).
- Payment details (email address, event ID, total paid...).

The Company does not want to link everything in Contact Builder.

Which are the two data sources that must be incorporated inside Contact Builder?

Choose 2 answers.

- **A. Customer Data**
- **B. Event Registration**
- C. Payment Details
- D. Venue Details

Answer: A,B

Explanation:

For the entertainment company's setup using Contact Builder and Journey Builder, the two data sources essential to incorporate are:

A). Customer Data: This is crucial because it includes basic customer identifiers such as email addresses, which are necessary for sending emails and personalizing communications.

B). Event Registration: This data is critical as it contains the event-specific details needed for the decision splits in the journey, such as event ID, event type, and event name, which will determine the content of emails, including dynamic venue details through AMPscript.

These data sources ensure that the journeys can be personalized and targeted based on the customer's registered events, enhancing the relevance and effectiveness of the communications.

Reference: Salesforce Help - Contact Builder

NEW QUESTION # 87

Northern Trail Outfitters is setting up new hires on its instance of Marketing Cloud, which includes Email Studio, Mobile Connect, and Social Studio. One of the hires needs to manage the operations of all of the North American Business Units.

What two roles, custom or standard, could be assigned to this user to meet the requirement?

Choose 2 answers

- A. Marketing Cloud Email Marketing Manager
- **B. Marketing Cloud Regional or Local Administrator**
- C. Marketing Cloud Channel Manager
- **D. Marketing Cloud Administrator**

Answer: B,D

Explanation:

To manage the operations of all North American Business Units in Marketing Cloud, including Email Studio, Mobile Connect, and Social Studio, the two roles suitable for the new hire are:

C). Marketing Cloud Regional or Local Administrator: This role provides administrative capabilities specific to regional operations, suitable for managing multiple business units within a geographic area.

D). Marketing Cloud Administrator: This standard role provides full administrative rights across the entire Marketing Cloud environment, ideal for overseeing operations across various channels and business units.

These roles ensure the new hire has the necessary permissions to effectively manage and oversee the various platforms and business units within North America.

Reference: Salesforce Help - User Roles

NEW QUESTION # 88

Northern Trail Outfitters wants to have specific permission restrictions applied to all users in a business unit.

How should they accomplish this?

- A. Disable the permissions directly within the business unit
- **B. A Assign a role to the business unit**
- C. Apply a permission set to the business unit
- D. Set default permissions with the restrictions on the business unit

Answer: B

Explanation:

Assigning a role to the business unit allows the admin to apply specific permission restrictions to all users in that business unit. The role defines what users can access and do within Marketing Cloud. The other options are not valid ways to accomplish this requirement.

NEW QUESTION # 89

Northern Trail Outfitters (NTO) is building a journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

- A. Join
- B. Wait Until Date
- **C. Engagement Split**
- D. Einstein STO

Answer: C

Explanation:



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For Northern Trail Outfitters' scenario, where they need to send one of three different emails randomly to new subscribers within a journey, the most suitable activity to accomplish this with the fewest steps would be using:

B). Engagement Split

However, the correct answer for randomly distributing different email versions in a journey is not listed among the options provided under typical usage. Normally, the Engagement Split is used to branch the journey based on how subscribers interact with emails (e.g., opens or clicks).

The ideal solution for NTO's need to send one of several different emails at random would be the "Random Split" activity in Journey Builder, which is not listed in the options. Since the closest option provided that would allow for varying paths (though not randomly) is the Engagement Split, it could be considered, but it does not fulfill the requirement as described.

Therefore, based on the given options and the actual functionality needed:

There seems to be a misunderstanding in the options provided. Normally, a "Random Split" would be used in this case.

If we must choose from the available options, none directly fulfill the requirement of randomly sending different email versions with the fewest activities possible.

NEW QUESTION # 90

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